

College & Research Libraries

THE LIBRARY OF THE
SEP 2 1971
UNIVERSITY OF ILLINOIS
LIBRARY OF THE

September 1971

Volume 32 | Number 5

In This Issue—

ANDREW J. EATON, Fund Raising for University Libraries

H. WILLIAM AXFORD, The Economics of a Domestic Approval Plan

ALL VOLUMES NOW IN PRINT

Library
of
Congress
and
National
Union
Catalog
Author
Lists
1942-1962

*A Master
Cumulation*

152
ZANE-
ZZ

Gale

GALE'S 152-VOLUME CUMULATION OF LC/NUC 1942-62 AUTHOR LISTS IS NOW READY FOR IMMEDIATE USE AND SAVINGS!

All 152 volumes in Gale's *LC-NUC Master Cumulation* have now been published and are ready for immediate shipment.

Librarians who used the set as it was being published have enthusiastically attested to its time-saving features and the quality of the editorial work, and those who have delayed ordering until all the volumes were ready may now buy and use the cumulation with complete confidence in its bibliographic worth.

Users report that the cumulation significantly streamlines processing procedures and drastically reduces search time. Many have praised the work for such unique qualities as its value as a reclassification tool, its revised and improved arrangement, its added cross references and notes, and its usefulness in establishing authors and assigning subject headings.

The value of the cumulation is much greater than merely the sum of the value of the individual supplements because the cumulation represents thousands of professional judgements which solved problems of variant practices and inconsistencies that plague users of the four separate supplements. Thus, owners of the separate supplements should seriously consider the purchase of the vastly superior cumulation.

Gale's *Library of Congress and National Union Catalog Author Lists, 1942-1962: A Master Cumulation*, embraces these four supplements to *A Catalog of Books Represented by Library of Congress Printed Cards*:

- * *Catalog of Books Represented by Library of Congress Printed Cards—Supplement (1942-1947)*
- * *The Library of Congress Author Catalog, 1948-1952*
- * *The National Union Catalog: A Cumulative Author List, 1953-1957*
- * *The National Union Catalog: A Cumulative Author List, 1958-1962*

**REQUEST FREE EXAMINATION OF A RUN OF REPRESENTATIVE
VOLUMES—PLUS DESCRIPTIVE LITERATURE**

CHOOSE FROM THREE EXTENDED PAYMENT PLANS

GALE RESEARCH CO., BOOK TOWER, DETROIT, MICH. 48226

ABRAHAM'S MAGAZINE SERVICE BEATS FOREIGN BOOK ORDER HEADACHES 6 WAYS.

Sometimes ordering foreign books can be painful. You may already have experienced the language, currency, claim and shipment problems that are perpetual puzzlements.

We think we've solved the major headaches. Here are some reasons why Abrahams could be your European bookdealer in the U.S.A.:

1. You no longer have to separate book orders by country—we'll do it for you. We've a trained multi-lingual staff familiar with European bibliographic procedures and problems.
2. We'll supply all new books from continental Europe including Poland, Czechoslovakia, Hungary and the U.S.S.R. We have reciprocal arrangements where necessary.
3. You'll reduce bookkeeping problems since you'll receive fewer invoices—all in U.S. dollars (no conversion problems), and by the way, the dollars you spend stay in the U.S.
4. We're responsible for trans-oceanic shipments—cuts down on your receipt of damaged books and claims. And, if you have a question, you'll get a prompt answer—by telephone if convenient.
5. Free search service for O.P. European books.

R_x

FREE: EUROPEAN BOOK CATALOGUE—HUMANITIES

Mail coupon to
ABRAHAM'S MAGAZINE SERVICE, INC.
56 East 13th Street, New York, New York 10003
Please check if you wish to receive:

- ☐ BOOK CATALOGUE: HUMANITIES
☐ NEW BOOK ANNOUNCEMENTS

NAME _____

POSITION _____

SCHOOL _____ LIBRARY _____

STREET _____

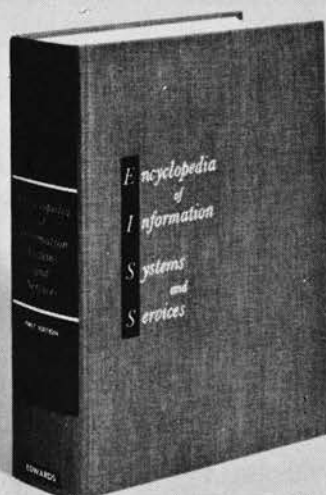
CITY _____ STATE _____ ZIP _____

WANTED: Knowledgeable guide for journey into uncharted areas of information systems and services, beyond the boundaries of conventional library routes.

"the Guide" to the latest in Information Storage and Retrieval is here.

Encyclopedia of Information Systems and Services

A new guide to • Computerized Systems and Services • Data Banks • Library and Information Networks • Micrographic Services • Clearinghouses and Referral Centers • Advanced Literature Storage and Retrieval Systems • Documentation Centers • Planning and Coordinating Agencies • Information Centers • Consulting and Research



Featuring: Full page descriptions of more than 800 organizations with over 2000 indexed services. ■ Comprehensive coverage of more than 4000 subjects in science and technology, education, medicine, social sciences and the humanities. ■ Easy-to-use listings for a wide range of information handling activities: systems, services, centers, networks, consulting, planning, research, micrographics, computer applications, and association activities. ■ Representation of all components of the information community: academic, publishing, governmental, industrial, and non-profit professional societies and institutes. ■ Twelve indexes to corporate and personal names, sponsors, services, and publications; acronyms and initialisms dictionary.

Among the programs described are the following:

New York Times Data Bank • National Information System for Psychology • Micrographic Catalog Retrieval System • National Referral Center • MEDLARS • Chemical Abstracts Service • Map Information Office • Bay Area Reference Center • Museum Computer Network • National Center for Educational Statistics • National Meteorological Center • Social Legislation Information Service • CCM Information Corporation • Inforonics, Inc. • National Standard Reference Data System • American Society for Information Science • Computers and the Humanities • Science Information Exchange • Center for Applied Linguistics • National Space Science and Data Center • Reference and Research Library Resources System • Textile Information Center • Metals Information System • Educational Resources Information Center

Compiled and edited by: Dr. Anthony T. Kruzas, Professor of Library Science, the University of Michigan

ready now! { xii, 1109 pages
8½ x 11 clothbound }
\$67.50 postpaid

order from: EDWARDS BROTHERS INC.
2500 South State Street
Ann Arbor, Mich. 48104

College & Research Libraries

SEPTEMBER 1971
VOLUME 32
NUMBER 5

CONTENTS

<i>Allan Hershfield</i>	349	Editorial
<i>Andrew J. Eaton</i>	351	Fund Raising for University Libraries
<i>John Lubans, Jr.</i>	362	Nonuse of an Academic Library
<i>H. William Axford</i>	368	The Economics of a Domestic Approval Plan
<i>John M. Kinney</i>	376	The Texas Consortium to Microfilm Mexican Archival Resources
	381	Letters
	393	Recent Publications
	393	Book Reviews
	393	Library Lighting, by Keyes D. Metcalf, <i>Ellsworth Mason</i>
	394	Librarianship and Literature: Essays in Honour of Jack Pafford, ed. by A. T. Milne, <i>Maurice B. Line</i>
	395	User-Requirements in Identifying Desired Works in a Large Library, by Ben-Ami Lipetz, <i>Norman D. Stevens</i>
	396	The American College and American Culture. Socialization as a Function of Higher Education, by Oscar Handlin and Mary F. Handlin, <i>W. L. Williamson</i>
	397	Medical Library Association, Handbook of Medical Library Practice, 3rd ed., ed. by Gertrude L. Annan and Jacqueline W. Falter, <i>James W. Barry</i>
	398	Management Personnel in Libraries: A Theoretical Model for Analysis, by Kenneth H. Plate, <i>Kenneth R. Shaffer</i>
	398	The Joseph Jacobs Directory of the Jewish Press in America, <i>Herbert C. Zafren</i>
	399	Other Books of Interest to Academic Librarians
	401	Abstracts

College & Research Libraries

Manuscripts of articles and copies of books submitted for review should be addressed to Richard M. Dougherty, editor, **College & Research Libraries**, School of Library Science, Syracuse University, Syracuse, New York 13210. All articles submitted must be accompanied by an abstract of from 75 to 100 words in length. Material for the News issues should be sent to Michael Herbison, Casper College, Casper, Wyoming 82601.

Inclusion of an article or advertisement in **CRL** does not constitute official endorsement by ACRL or ALA.

Production, Advertising, and Circulation office: 50 E. Huron St., Chicago, Ill. 60611. Change of address and subscription orders should be addressed to **College & Research Libraries**, for receipt at the above address, at least two months before the publication date of the effective issue.

Annual subscription price: to members of ACRL, \$5, included in membership dues; to nonmembers, \$10. Retroactive subscriptions not accepted. Single copies and back issues: journal issues, \$1.50 each; News issues, \$1 each.

Indexed in **Current Contents**, **Current Index to Journals in Education**, **Library Literature**, and **Science Citation Index**. Abstracted in **Library & Information Science Abstracts**. Core articles abstracted and indexed in **Historical Abstracts** and/or **America: History and Life**. Book reviews indexed in **Book Review Index**.

College & Research Libraries is the official journal of the Association of College and Research Libraries, a division of the **American Library Association**, and is published seventeen times per year—bimonthly as a technical journal with 11 monthly News issues, combining July-August—at 1201-05 Bluff St., Fulton, Mo. 65251.

Second-class postage paid at Fulton, Mo.

Editor:

RICHARD M. DOUGHERTY
Professor of Library Science
Syracuse University
Syracuse, New York 13210

Associate Editor:

WILLIAM H. WEBB
University Bibliographer
University of Colorado Libraries
Boulder, Colorado 80302

Assistant Editor:

WILLIAM CHASE
Librarian
East Lyme High School
East Lyme, Connecticut 06333

News Editor:

MICHAEL HERBISON
Library, University of Colorado
Colorado Springs Center
Colorado Springs, Colorado 80903

Editorial Board:

H. WILLIAM AXFORD
University Librarian
Arizona State University
Hayden Library, Tempe

RICHARD DE GENNARO
Director of Libraries
University of Pennsylvania, Philadelphia

FRED J. HEINRITZ
Professor of Library Science
Southern Connecticut State College, New Haven

DAVID W. HERON
Director of Libraries
University of Kansas, Lawrence

PETER HIATT
Program Director
WICHE Continuing Education Program for
Library Personnel, Boulder, Colorado

ELLSWORTH G. MASON
Director of Library Services
Hofstra University, Hempstead, L.I., New York

Library Service to Social Scientists

Social scientists and policy-makers thirst for information, but librarians sitting passively behind reference desks cannot quench that thirst. Papers presented at the 75th meeting of the American Academy of Political and Social Science underscored the need for rigorous, systematic, and scientific research attacking the social problems facing our society. The present paucity of objective, usable research data within the social sciences is painfully embarrassing. Communication between scholars in the social sciences, as well as researchers from other disciplines, must be fostered and encouraged. Applied interdisciplinary research, focused on current social, economic, and political problems, should be expanded.

Two inferences can be drawn from the analyses offered by speakers. First, most social problems are so complex and so interrelated that true interdisciplinary research efforts must be undertaken to investigate and solve them. Second, these efforts will require substantial funding from both federal and private sources. Assuming the availability of funds (no mean assumption during this time of budget cutting), it is likely social scientists in colleges and universities will be called upon to do much of the needed research.

Social scientists tend, at best, to possess limited skills and knowledge about the acquisition, storage, and retrieval of information. They all too frequently develop makeshift systems, or "invent" means of storing and retrieving knowledge to handle, however poorly, the information resulting from their own work. To a large degree, these personal information systems are created to fill a void librarians have allowed to exist.

Librarians and information scientists can play an increasingly important, if not critical role, in helping to facilitate interdisciplinary research and the ultimate application of knowledge such research generates. Librarians are specialists in the acquisition, storage, and retrieval of information; hence, the addition of a professional librarian to an interdisciplinary research team would be logical. Almost from the very inception of the project, a librarian could make a major contribution to the research effort. He could help with literature searches, assuring that searching is continued throughout the life of the project. Typically, the literature search is brought to a premature end in the early

days of the project, and the researchers are not made aware of current studies which may be related to their own work. The librarian-information officer could help develop and put into operation a plan for the organization, storage, and retrieval of internal project communications, including correspondence, memoranda, and working documents.

In addition to functioning in an information support capacity during the life of the project, the librarian could also serve as the chief documentation specialist. In this capacity, he would attend all project meetings, record discussions and decisions, and would organize and store these records so they would be easily accessible. Possibly more important, the librarian would maintain the information base after the dissolution of the research team. He would be responsible for integrating project-related materials into the central library collection, thus ensuring continuity and helping other researchers obtain and use project materials to contribute to the growth of knowledge and the solution of social, economic, and political problems.

The role suggested here is certainly not a new one. Special librarians and subject bibliographers have performed some of these functions for many years. What is being suggested is that the librarian become an integral, contributing member of social science research teams. Since there is little disagreement among social scientists concerning the necessity for information support, the only question remaining is who will supply these services? The librarian or a new specialist emerging from the social sciences? Another challenge. Will it go unanswered?

ALLAN HERSHFIELD

Assistant Dean, School of Library Science
Syracuse University

ANDREW J. EATON

Fund Raising for University Libraries

Fund raising appears to have been a relatively neglected aspect of university librarianship. As budget pressures increase, however, more and more librarians will become involved in it. Those new to the field will need basic information which they can obtain from colleagues and professional fund raisers on their own campuses. Library fund raising must be a cooperative effort involving library staff, development office personnel, faculty, president, trustees, and off-campus volunteers, and friends of the university. There are various sources of funds and kinds of approaches to donors which may be tried. Success is not assured, but the potential is great.

THIS PAPER grows out of several convictions about the subject. First, that fund raising has been a relatively neglected aspect of university librarianship. Very little has been written about it, and most librarians have, for various reasons, considered it none of their business. Second, that this situation is gradually changing, primarily because of financial pressures on university libraries. Some librarians have already become more involved in seeking outside funds, and many others will be doing this in the future. Third, that there are potentialities for library fund raising which will amply repay those librarians who are willing to devote their time and effort to it. Fourth, that librarians who want to become involved need certain basic information about sources of funds and approaches to prospective donors which they can readily obtain from colleagues and from development office

staff members who have been working in the field.

These notions, held for some time in tentative form, have been strengthened during the past year in which the writer, under a grant from the Council on Library Resources, attempted to learn about the subject by reading and by talking with librarians, development officers, and people in foundations and government. The conclusions presented here are not the results of a systematic research study. Rather, they are the pieced-together impressions and the distilled experience of many people who have pondered, written, and practiced in the field of academic library fund raising.

First, a word about the financial problems of university librarians. There is abundant evidence that, like the universities they serve, academic libraries are under severe and growing financial pressures. This applies to all kinds of institutions: public and private, strong, and weak, old and emerging. Costs of operation are rising steadily. According to statistics published by the Association

Mr. Eaton is director of libraries, Washington University Libraries, St. Louis, Missouri.

of Research Libraries, thirty-two university libraries spent over \$3,000,000 each in 1969-70, and twenty-three others spent between \$2,000,000 and \$3,000,000. The reasons for this are familiar—the demand for more materials and services by users, the rising costs of books and staff, the increase in the number of books published, the opening of new fields of scholarly interest, the need for specialists on library staffs, the pressure to automate, etc. Expensive as libraries are now, they are expected to cost even more in the future. Harvard, which spent \$7.6 million in 1968-69, predicts that the library budget in 1976 will be at least \$14.6 million. Yale estimates that its library operating budget of \$4.5 million in 1968 would have to double every five years if all the requested books and services were to be made available.

Faced with increases of this kind in many areas of their operations, universities across the country are finding that growth in income is simply not keeping pace with rising costs. The inevitable result is retrenchment, and libraries are beginning to feel the effects. In many institutions the rate of annual budget increase has dropped from 15 or 20 percent, common several years ago, to 3 or 4 percent, which is even too little to offset price increases. Some libraries are facing actual budget cuts in personnel or books, or even in both categories. The prospect is that the financial situation will worsen before it improves.

What is the university librarian to do under these circumstances? He should certainly not be expected to apologize for the fact that libraries cost money; he is no more responsible for this than the graduate dean is responsible for increases in the research budget. He should continue to look for ways to reduce costs through such means as relying on other collections for highly specialized materials, using cataloging information developed by the Library of

Congress under the National Program for Acquisitions and Cataloging, and experimenting with other cooperative ventures. He should hope that his institution will scrutinize its academic program to bring it in line with anticipated resources. Also, he should consider the possibility of raising some money from outside sources for library support.

Although most university libraries receive the bulk of their support from appropriated funds, gifts from outside sources have long been an important item of income, particularly in private institutions. In a survey made in 1956-57 Powell found that twenty-two university libraries received \$1,175,631 in cash gifts that year and \$906,842 in endowment income from earlier gifts.¹ This constituted 18.5 percent of the total expenditures of the private university libraries in the sample and 2.5 percent of the expenditures of the state-supported libraries. In the absence of any newer studies it is impossible to say how the picture has changed in the years since 1956. Since Powell's sample of ten private universities included seven ivy-league institutions, the 18.5 percent is undoubtedly too high to accept as a national average for private university libraries.

✓ It is probably fair to say that the typical university librarian's attitude toward fund raising is that this is a responsibility which belongs primarily to others—the development office, the president and the board of trustees. The librarian has been willing and, in many cases, eager to work at the job of acquiring gifts of books, and he has devoted his time to friends of the library organizations in the hope of obtaining both collections and annual income from dues. But in seeking cash gifts he has hesitated to take the initiative, preferring to leave this job to others. When the development office suggests the names of prospective donors, the librarian responds by proposing appropri-

ate projects. He may know a few donors who are keenly interested in the library and whose devotion is such that he feels free to approach them when special needs arise. But toward other prospects his role has been a passive one, influenced perhaps by the view that a librarian who devotes his time aggressively to raising money is straying outside his field. In some universities the development office has apparently encouraged this view, hoping to keep all fund-raising activities under tight central control.

This is not to say that some university librarians have not been active and successful in raising money. In at least one institution (Harvard) it has long been understood that an important part of the librarian's responsibility is building financial support, even to the extent of raising several million dollars for a major plant addition. In a few of the other private universities, librarians have devoted considerable time to donor cultivation and fund raising. Some of the younger directors who have recently taken over major private ARL libraries are alert to the possibilities and eager to exploit them.²

The librarian who is willing to assume the role of entrepreneur in seeking funds has several factors in his favor. His willingness to help meet the university's financial problems will be appreciated by the administration. He will have plenty of company within most private universities where deans are being increasingly pressured to raise money for their own operations. He will be entering a field where success is by no means assured, but where the potential is demonstrably great; there are many individuals, foundations, and other sources of funds capable of responding to imaginative proposals carefully tailored to their individual requirements. Library needs are so diverse that they can be packaged in numerous ways. The task of matching donors and needs is one which can challenge the talents

of the most imaginative and creative librarian. It is the librarian who is often in the best position to speak convincingly of library needs and of the opportunities they offer to discriminating donors.

Some librarians may hesitate to become fund raisers on the ground that they are not suited for the job by personality or temperament. If they had been cut out to be salesmen, they may argue, they would not have chosen librarianship as a career. But while fund raising does involve selling, persuading prospective donors to give money for libraries does not necessarily require a brash, hucksterish approach. More important are qualities which many academic librarians have an abundance—sensitivity, patience, imagination, tact, integrity, and enthusiasm for one's product. Willingness to take something of an entrepreneurial view of the librarian's job is also essential, but this too is not uncommon in the profession.

The librarian entering the fund-raising field must realize that he will not be doing the job alone. In any university there will be many other people working with him—development office staff, other staff members in the library, volunteers, friends (organized or not), and, of course, the president and members of the board of trustees. The success of the institution's fund-raising efforts will depend not only upon the ability of the various people involved but also on their willingness to work together, on their understanding of each other's roles, and on the degree to which their efforts can be coordinated in pursuit of a common goal.

As the group primarily responsible for institutional fund raising, the development office normally consists of several professionals each responsible for a particular area (e.g., foundations, alumni, corporations, bequests, etc.). In addition to these assignments by source of funds, some staff members may have

responsibility for working with major divisions of the university such as the library. Development officers in many institutions apparently want the heads of various academic divisions to play an active part in fund raising. They see their own role, in fact, as one of assisting and coordinating rather than doing the whole job themselves. They are prepared to screen donors and assess their potential, help recruit and train volunteers, secure clearance on prospects, and assist in drafting proposals. But they look to deans and other administrative officers and faculty to take the initiative in suggesting proposals, in identifying prospects, and in making presentations.

Relationships between the library (and other academic divisions) and the development office are apparently in need of improvement in many universities. The librarian should make an effort to understand how the development office works, to know the staff, and to see that they are fully informed about library needs. He will get help from the development staff if he demonstrates a willingness to devote his time to fund raising, if he abides by the institution's policies governing approaches to prospective donors, and if he has a clear understanding of the division of labor between the library and the development office in making appeals for funds.

With growing pressures on university budgets, development office personnel will undoubtedly be concentrating more and more on seeking unrestricted funds. If so, they will have less time to raise money for particular divisions of the university. This should mean that any of them who have been reluctant in the past to involve others in the fund-raising process will now welcome those deans and librarians who are willing to try to raise money for their own areas.

In addition to depending on the development office, the librarian will do well to draw upon personnel within his

own staff. In large libraries a number of staff members may have the aptitude for and an interest in fund raising. The head of rare books or special collections is often a person who is sensitive both to needs and to fund-raising possibilities. The acquisitions librarian is in a good position to participate in developing proposals based on needs for collection development. Other staff members with a flair for public relations or with extensive contacts in the community may be able to help. A staff committee on fund raising is a way in which the talents of all interested staff members can be brought to bear on the problem.

A library wanting to make a major effort to raise money should consider having its own development officer. A well-qualified person could pay his way many times over. He could be either a professional in the field or a librarian. A professional would have to depend on the library staff for developing proposals, but he would keep in touch with both sources of funds and prospective donors and he would have a part in presentations. Short of creating a full-time position, a library might employ a half-time person who could work in the area of development. Such a person could investigate promising sources of funds and help prepare proposals. Either a full-time or a half-time person would profit by having the help of a capable assistant who could do the detailed work involved in maintaining prospect files and in assembling information needed for presentations. In fact, this type of help seems essential under any staffing arrangement where a librarian is trying to raise money. A person with public relations or volunteer fund-raising experience would be well qualified for assisting in a library fund-raising program.

In addition to the development office and the librarian and his staff, other people within the university should be concerned with raising money for library purposes. The president is nor-

mally the university's chief fund raiser, and his support of the library's efforts is essential. Few presidents have the enthusiasm for library support displayed by Franklin Murphy (Kansas and UCLA), Herman Wells (Indiana), or Harry Ransom (Texas), but many of them have a firm commitment to library development on which the librarian can count in his efforts to seek donors and make presentations. Members of the board of trustees who have a special interest in the library can also be helpful. All board members are normally called upon by the development office to pave the way for presentations by calling foundation or corporation executives or individuals whom they know personally. Finally, the faculty can be most helpful both in drafting proposals and in identifying prospects. Some faculty members will have a flair for thinking of gift opportunities, identifying prospective donors, and making a case for library support.

Volunteers from the community are an essential part of any fund-raising program, and the librarian should see to it that they are enlisted and put to work. Their usefulness lies not only in their ability to make gifts themselves but also in their knowledge of prospects and their willingness to speak up for the library's needs and to ask others to help meet them. Volunteers may be used in various ways. An informal advisory or consulting relationship may be set up with one or more alumni or friends who have a special interest in the library, a flair for money raising, and the time provided by full or semiretirement to devote to a library fund-raising program. Such an arrangement can be highly beneficial in educating librarians about the realities of raising money and the ways of adapting techniques of salesmanship to the academic world.

Organizing volunteers into committees or friends groups is an approach which the librarian fund raiser should

consider carefully. The visiting committee is a device long used at Harvard which is now being tried at other universities (Carnegie-Mellon, California Institute of Technology, Duke, etc.). Harvard has a visiting committee for each department including the university library. They range in size from five to thirty or more members, many of whom are neither alumni nor connected with the university in any other way. They tend to be people with money, influence, and/or prominence in a particular field. The visiting committee is viewed as a way of informing a group of people about the work of a department, of getting their ideas and criticisms, and of enlisting their help in increasing the department's effectiveness.³

Harvard's Visiting Committee on the University Library consists of thirty-two members, including business executives and bankers, book collectors, a publisher, an author, a foundation executive, several attorneys, and the distinguished librarian of another ivy-league university. Most of them were appointed, presumably, on recommendation of the librarian. The committee normally meets once a year on a weekend in the spring. Wives are invited, and social activity is pleasantly combined with business. The staff informs the committee about progress, problems, and financial needs. The committee is expected to submit an informal report annually and a formal written report every three years. The chairman of the committee is a member of the Board of Overseers, and reports are made to the Board. A visiting committee consisting primarily of librarians can be useful to the library staff but it is not likely to carry much weight with the university administration or to win support from outside sources. Some development officers feel that visiting committees should be used not primarily for fund raising but more as a way of involving influential people in university activities. The latter, of course, is an

important aspect of long-range donor cultivation.

More common than visiting committees by far is the Friends of the Library organization. Many university libraries have them, and some of them are quite successful with membership reaching 500 or 600. The annual dues income is a useful source of funds with which to supplement the book budget. Income may amount to as much as \$25,000 a year in a few libraries, but more commonly it will not exceed \$5,000. Less tangible but possibly more important in the long run is the opportunity provided by the organization to acquaint bookish and/or wealthy friends with the library's role and needs. A successful friends group requires a considerable investment of time on the part of the library staff. There should be some individual, either on the library staff or among the friends, who has the enthusiasm, the time, and the skill to keep the organization alive and aware of its objectives. Even with an abundance of staff care and volunteer talent there is a danger that the organization will become merely another outlet for the interest of dilettante alumni. One experienced librarian says that the first ten to twelve years are always difficult for friends groups. The decision to start a new organization should be made with full recognition of the attendant problems.

The sources from which libraries may obtain funds include foundations, private individuals (alumni and friends), corporations and business firms, and government agencies. Foundations have traditionally given money for library purposes, and they are still a potential source well worth attention.⁴ It is estimated that there are 24,000 foundations in the United States. This number includes a relatively small group of large, professionally managed foundations such as Ford, Rockefeller, Mellon, and a much larger group of family founda-

tions. Some of the major foundations (e.g., Kresge) have made recent gifts to libraries, but most of them have turned their attention in other directions. The family foundations now appear to constitute a more promising source of funds. The Tax Reform Act of 1969 requires that by 1975 all foundations must pay out annually an amount equal to 6 percent of the market value of their assets. Since fewer than half of the foundations have been meeting this standard, foundation giving should increase over the next few years. The act also requires that foundations prepare annual reports and make them available to the public. This should greatly simplify the job of obtaining current information about small foundations.

In approaching foundations the librarian should prepare a list of prospects, identify the people who make the decisions about grants, and decide on the best approach to them. In assembling information about foundations it is often worthwhile to consult tax returns. Copies of the 990-A forms filled out by foundations are on file in the Foundation Center in New York and in its regional depositories across the country. Many small foundations seem to make their grants in November and December at the end of the tax year, often on the basis of requests on hand at the time.

Manning Pattillo, president of the Foundation Center, believes that American foundations are going through a period of change.⁵ He forecasts a slowdown in the number of new foundations created, an increase in the number of foundations administered by professional staff, sharpening of foundation purposes with more emphasis on problem-solving and less on general support of organizations, keener competition among applicants for foundation support, more attention to environmental problems, more supervision of grantees, and more evaluation of the results of

grants. These changes appear to have no special implications for libraries, but they suggest that obtaining grants may be somewhat more difficult than it has been in the past.

Private individuals who give to university libraries are often alumni of the institution, but they may be businessmen or wealthy residents of the community who are inspired by an imaginative proposal to create a memorial or simply to make possible some socially useful project involving books or library facilities. There are many prospective donors to whom libraries can have a strong appeal. The problem is to identify them and to cultivate their interest. Suggestions of names may be sought from development office staff, from members of friends groups, from library staff members, from faculty, from alumni office personnel, etc. Lists of members of local cultural organizations (the historical society, symphony, and the art museum) may offer suggestions. With a prospect list in hand the librarian must search for additional information about each person. Directories, local history books, and the development office files are possible sources, but these must frequently be supplemented by personal inquiries directed to friends and volunteer fund raisers who are widely acquainted in the community.

Corporate giving is channeled primarily through corporate foundations. There are now about 2,000 such foundations in the United States, and nearly three-fourths of all corporate contributions flowed through them in 1969. Many of these foundations will be preempted by the university development office for solicitation of unrestricted gifts. Some business firms with subject interests may be prospects for library gift proposals in the areas with which they are concerned (e.g., a printing firm may respond to a request to help develop a collection in the history of printing). The program recently set up by

the Sears, Roebuck Foundation to assist private colleges and universities in strengthening their book collections is an example of enlightened corporate philanthropy which will benefit many institutions.

During the 1960s the federal government made an encouraging beginning in the support of academic libraries through grants for both materials and facilities. Funds appropriated fell far short of the amounts needed, but many institutions were helped. These funds have recently been reduced and there is no reason to believe that increased appropriations will be provided in the next few years. The whole federal approach to aiding higher education, moreover, is being reconsidered, and there is a possibility that future funding may take the form of block grants to institutions rather than grants for specific purposes such as libraries. This would mean that libraries would have to compete with other parts of the university for available funds.

While federal aid to libraries generally is being cut back, assistance to needy and disadvantaged libraries may be increased in the immediate future. The Association of College and Research Libraries Grants Program has been trying to help such institutions in recent years by awarding small grants from money collected primarily from the U. S. Steel Foundation. It is interesting that a panel of fund-raising consultants has recently recommended that institutional grants be discontinued under this program and that the available funds be used instead to teach librarians how to do their own fund raising, chiefly by tapping federal and state government sources.⁶

Having made arrangements for co-workers and familiarized himself with sources of funds the librarian should consider what approaches he will use to raise money. One useful first step is to prepare a five-year plan. This plan

should outline objectives, identify long- and short-range goals, specify priorities, and include a timetable. To permit building up momentum, several easily obtainable goals should be set for the first six months or a year. This plan should be discussed with the development office, and ways of achieving the objectives should be agreed upon. Among the approaches which deserve consideration are large and small proposals aimed at specific individuals or foundations, a memorial fund or tribute fund for relatively small contributions by a large number of donors, bequests, and provisions for library support attached to faculty grant proposals.

In preparing gift proposals the librarian should identify particular library needs which can be packaged to appeal to donor interests. New fields of collection development such as Slavic, Asian, Latin American or African studies, Urban and Regional History, or Judaica offer attractive possibilities. A year's fund-raising activity might include a number of proposals of this nature, each with a price tag of \$75,000 to \$150,000. Or, a donor may be asked to underwrite the on-going development of a collection in a traditional field such as art history, musicology, or engineering. Here the appropriateness of an endowment to yield \$5,000 to \$10,000 a year can be stressed. Memorial opportunities can be attached to each proposal if this seems desirable.

All proposals, of course, need not be of such magnitude. Many smaller packages can be prepared, consisting of a major reference work, the back file of a journal, or a reprint collection on a particular subject. These may cost anywhere from a few hundred to a few thousand dollars. The library should have a sizable number of such proposals which can be presented to donors with special subject interests.

In presenting the larger proposals care must be taken to describe the gift op-

portunity in a clear and convincing fashion. It is usually desirable to do this in a one-page statement which describes the collection or facility wanted, the use to be made of it, its relation to the university's overall objectives, the amount of money involved, and the relevance of the project to the interests of the prospective donor. It is important, if possible, to show how the gift can make a crucial difference in the quality of a particular program, making it distinctive or outstanding in comparison with others in the same field.

Proposals should be presented only after prospective donors have been thoroughly researched and cleared with the development office. Information needed about them includes their personal and family backgrounds, friends and business connections, hobbies and other interests, previous gifts, if any, giving potential and attitude toward the university. Ideally, donors should be approached with projects which will have an emotional appeal for them. The actual presentation should be made only after the way has been prepared by a person who has some influence with the prospect. If the librarian makes the presentation, this person might well be asked to accompany him.

The presentation of the proposal should emphasize the opportunity for the donor rather than the library's desperate needs. Discussion of budget cuts and financial stringency usually has no place in a conversation about a possible gift. It is sometimes desirable to present the project as an idea and invite the prospective donor's reaction. The donor should be asked for an amount large enough to challenge him. If it is too much, he will say so. This is better than asking for too little. Once the donor has accepted the proposal, a written version of the agreement should be prepared for his signature. When the project has been completed the librarian should give the donor a report on it. Fund rais-

ers emphasize that prospects who decline the first opportunity should be asked again, perhaps with some variation in the proposal. They agree that a person who gives once is a prime candidate for resolicitation, since he has already committed himself to the library's cause.

Another approach is the memorial fund or tribute fund through which alumni and friends of the university can give money in honor or in memory of others. The approach is based on the idea that the gift of a book to the university library can be used as a way of paying tribute to another person. The plan involves considerable correspondence which is often handled by a central gift record office. Appropriate cards can be designed to acknowledge gifts and to inform those who are being honored. Special bookplates are usually inserted in volumes purchased with gift funds. A properly publicized project of this kind can bring in between \$5,000 and \$10,000 a year when it becomes established.

Deferred giving is an approach to fund raising which is receiving increasing attention from development officers, and the librarian should find a way of using it. The development office staff member responsible for bequests should be fully informed about the library's needs and should be given descriptions of the kind of projects which could be presented to donors who are preparing wills. An effort should be made either by the development office or by the library to inform lawyers and trust officers, especially those who are alumni, about the opportunities in the library for those making bequests. Fund-raising brochures produced by the library should mention bequest opportunities and perhaps suggest appropriate language.

Another approach to obtaining funds is to ask for library support as a part of faculty grant proposals. The problem here is finding out about proposals early

enough to persuade the faculty to consider library implications. The central office responsible for processing grant requests may be able to alert the library to proposals in preparation. If a particular project involves a need for library support, the costs of this support should be included in the proposal. One university adds 15 percent for library costs to every grant proposal submitted to a foundation. Occasionally it may be appropriate to include funds for the acquisition of books as a major component of a project to improve teaching and research in a particular area. This has been done by some universities in their proposals for expansion of area study programs.

The recognition of donors is an important aspect of fund raising to which the librarian must give attention. A few donors want to remain anonymous, taking satisfaction in the knowledge that they have contributed to some worthwhile endeavor. Most of them, however, want to be recognized in some way, and the form of recognition may determine whether or not the donor will respond favorably to the proposal. In making a decision the librarian will take account of various factors: the importance of the gift, the donor's wishes, the cost involved, and the desirability of setting precedents which may have to be followed with other donors in the future.

The use of a special bookplate is one of the easiest and most common ways of recognizing the donor of funds for books. Attractive plates can be designed, and the donor's ideas can often be incorporated in them. Exhibits of gift books are appreciated by donors, especially where the exhibit opening is accompanied by a reception to which they can invite friends. Plaques are used frequently to record donor's names in the library, and a large gift may justify naming a part of the building for the donor or someone designated by him, with a portrait or bust attached. Donor's

names may also be perpetuated by naming in his honor a collection, an annual award, a lectureship, a book collection contest, or a series of publications. Some universities present citations to major donors or honor them by having dinners to which trustees, administration, and faculty are invited.

Publications may be used effectively to announce gifts and to give recognition to donors. Most libraries use university publications (newspapers, alumni magazines, etc.) to publicize gifts and to call attention to the idea of giving for library purposes. A substantial gift will usually justify a special brochure or exhibit catalog, or an article in the Friends of the Library publication. Where a library does not issue a regular journal for Friends, it may consider publishing an occasional newsletter describing new gift collections and additions to older ones. This is a way in which donors' names can be mentioned, both for their gratification and as a stimulus to other donors.

Along with efforts devoted directly to fund raising should go a continuous program of library publicity and long-term cultivation of donors. Local news media and general university publications as well as the library's own publications should be used to the fullest extent possible to call attention to the library's role, needs, accomplishments, and aspirations. A member of the library staff should be given responsibility for initiating and coordinating all library publicity. Cultivation of donors and prospective donors requires finding ways of keeping in touch and encouraging participation in university and library activities. Friends or prospective donors should receive invitations to university and library functions and should be made in every way possible to feel that they are a part of the university community. This is time consuming and often apparently unproductive, but it

is a necessary part of a library fund-raising program.

There are a number of sources of information which may be useful to librarians planning to embark on fund-raising programs. University publications of interest include Friends of the Library journals and special brochures designed to encourage donors to give for library purposes. Examples of the latter are "Gifts to the Princeton University Library" (seven-page leaflet) and "Why the Harvard Library?"—a statement on behalf of the interest of corporations and firms in the Harvard University Library (eight-page leaflet).

Perhaps the most important reference book in the field is *The Foundation Directory* (3d edition) edited by Marianna O. Lewis, New York, Russell Sage Foundation, 1967. Published about every three years this lists information about 6,803 foundations which made grants totaling \$10,000 or more annually or had assets of \$200,000 or more. Included are names of foundations, addresses, brief statements of purpose and areas of interest, financial data, and names of officers and directors. *The Annual Register of Grant Support* (Academic Media, Inc. 1969-) lists various sources of funds including government agencies and business and professional organizations as well as foundations. Another useful publication is *Giving U.S.A.—a Compilation of Facts and Trends on American Philanthropy* issued periodically by the American Association of Fund Raising Counsel, Inc., New York, 1970.

Among periodicals and newsletters worth examining is *Foundation News*, published bimonthly by The Foundation Center. This contains both articles on foundations and detailed lists of foundation grants of \$10,000 or more classified by fields of interest. The periodical, *Fund Raising Management* (bimonthly), includes occasional articles

of interest to academic fund raisers. Other sources of information about grants are *The Bulletin of the American Association of Fund-Raising Counsel, Inc.* (monthly), and the *Philanthropic Digest* published by the John Price Jones Company, Inc., of New York (semimonthly).

There are many monographs on the subject of fund raising. A recent one which is well thought of by development officers is Harold J. Seymour's *Designs for Fund Raising* (New York, McGraw-Hill, 1966). An important document on foundations to be published by the University of Chicago Press in the fall of 1970 is the final report of the Commission on Foundations and Private Philanthropy, an independent body of distinguished citizens charged with appraising the role of philanthropy and foundations in American life today. A practical manual which may be useful is Joseph Dermer's *How to Write Successful Foundation Presentations* (New York, Public Service Materials Center, 1970). Annual reports of founda-

tions are often worth consulting. They may either be obtained from the foundations or consulted in the files of the Foundation Center or its regional depository collections.

ADDITIONAL SOURCES OF INFORMATION

- Andrews, F. Emerson. *Foundations: 20 Viewpoints*. New York: Russell Sage Foundation, 1965.
- Carter, Paul C. *Handbook of Successful Fund Raising*. New York: Hawthorn Books, 1970.
- Council for Financial Aid to Education. *Annual Report*.
- Cutlip, Scott M. *Fund Raising in the U.S.: Its Role in America's Philanthropy*. New Brunswick, N.J.: Rutgers University Press, 1965.
- Leslie, John W. *Focus on Understanding and Support: A Study in College Management*. Washington, D.C.: American College Public Relations Association, 1969.
- Patrick, Kenneth G. and Eells, Richard. *Education and the Business Dollar; a Study of Corporate Contributions Policy and American Education*. New York: Macmillan, 1969.
- Pollard, John A. *Fund Raising for Higher Education*. New York: Harper, 1958.
- Weaver, Warren. *U.S. Philanthropic Foundations—Their History, Structure, Management and Record*. New York: Harper & Row, 1967.

REFERENCES

1. B. E. Powell, "Sources of Support for Libraries in American Universities," in *The Library in the University; the University of Tennessee Library Lectures, 1949-1966* (Hamden, Conn.: Shoe String Press, 1967), p.173-94.
2. David Kaser, "The Golden Touch, or the Gentle Art of Raising Money," *Stechert-Hafner Book News* 19:109-10 (May 1965).
3. Harvard College, Board of Overseers, *Committee Assignments, 1969-70*.
4. Lawrence Heilprin and Corinne Lynch, "Foundation Support of Library Activity," *Bowker Annual of Library and Book Trade Information, 1969* (New York: R. R. Bowker, 1969), p.138-42.
5. Manning Pattillo, "Foundations in the 70's Will Undergo Many Changes," *Fund Raising Management II* (July-Aug. 1970) p.11-13.
6. Advisory Panel on the Grants Program of the ACRL, *Final Report* (1 Oct. 1969), mimeo.

Nonuse of an Academic Library

"What is a noncustomer? These definitions may be clues to turning a noncustomer into a customer: (1) He doesn't know about your product; (2) he can't find your product; (3) he doesn't need your product; (4) he doesn't understand what your product can do for him; (5) he doesn't expect good service; (6) he has had trouble with your product; (7) he doesn't know your brand; (8) he doesn't trust your brand; (9) he thinks the product's value is uncompetitive; or (10) he simply prefers a competitive product."—News from the Darnell Institute of Business Research.

WHILE THERE HAVE BEEN literally hundreds of studies about the characteristics of library users conducted either by consulting agencies or individual libraries, little has been said or done about the library nonuser. He is a creature that exists on every campus, from the freshman to the faculty emeritus level, popping up usually at disconcerting times with ingenious comments to deans and presidents about how he got or is getting through college without ever using the library. Also, there are the ubiquitous master's or doctoral degree candidates who stumble into a conversation with a librarian and who are overjoyed to hear about *Dissertation Abstracts* or *Engineering Index*.

As to the extent of nonuse, the truth is that for every one of the self-declared (even proud) nonusers, there are probably dozens that silently manage to get by without the library.

At the time this article was written Mr. Lubans was head of reader services division at Rensselaer Polytechnic Institute Library, Troy, New York. He is now assistant director for public services at the University of Colorado Library, Boulder, Colorado.

Nonuse to any degree is a serious problem. It is a dilemma for the librarian in that the nonuser does attain his degree and oftentimes does it quite handily but *without* the library. There are certain obvious explanations, such as the stereotyped mass education encountered at the freshman and sophomore levels at most universities, or the many "lab" courses in the sciences. But these do not fully explain library nonuse in colleges that profess such things as the procreation of well-rounded graduates, the liberal arts, independent study, honors programs, seminars, and the annual spending of millions of dollars on library resources.

The study described in this paper grew out of the above concerns and is based on a campus-wide census of library use taken during 1968 at Rensselaer Polytechnic Institute.¹ The census, involving nearly 3,000 students, identified 239 who termed themselves as nonusers and some 1,100 who had used the library "a few times." Some of the "few times" users showed, through a lack of opinion on library services and facilities, that possibly a number of nonusers were also to be found in this group. (Presumably "few times" use

carries less of a stigma with it than does nonuse.)

The following table from the 1968 census illustrates the incidence of nonuse and the finding that as the student advances in his college career he is more apt to use the library.

PATTERN OF LIBRARY USE—
UNDERGRADUATES—PERCENTAGES

Pattern of Library Use	Freshmen	Sophomores	Juniors	Seniors
More than once a week	6.8	12.7	21.5	27.0
More than 8 times a semester	26.9	27.4	31.5	33.1
A few times	51.1	50.0	40.6	37.9
None	15.0	9.6	6.3	1.8

This latter conclusion is supported by the 6.8 percent figure for freshmen who claim to use the library more than once a week, while 27 percent of the seniors use it at that frequency.

In early 1970, 116 undergraduates who had indicated nonuse in the 1968 survey were still enrolled. From these 116, a sample of thirty was randomly drawn. It was found that of the thirty, two had withdrawn in the last semester and one failed to be interviewed. Twenty-seven interviews were conducted during a two-week period, using a structured interview questionnaire. (Results and comments to selected questions are appended.)

One of the major findings of this study is that the use of the library, especially in the eyes of the nonuser, is strictly course-related, and unless he is "guided" in this manner, the inspiration or the inclination or the time are not there for the student to extend himself. A subjective conclusion is that the use or nonuse of the library is not based on intellectual capacity or the quality point average. (The nonuser is not an anti-intellectual; rather, he would appear to be as intellectually well-equipped as his library-user classmates.) The students interviewed were intelligent, concerned,

and able to converse on topics not related to their academic pursuits. They state that they simply do not have the time to go very far beyond course requirements.

The unfortunate side of all this (apart from the effect it has on a librarian's ego) is that once the student leaves academia and enters a profession, his knowing how to use the literature could be very important. What may happen is that through nonuse or very likely misuse, the tyro-user will now assume that he is doing a fairly good job of finding possible solutions or applications to particular problems by scanning the current journals in his field or by some other inadequate method. Undoubtedly this accounts for some of the redundancy in research which has been estimated in the February 1964 issue (p. 377) of the *New Scientist* in the area of 10 percent to 20 percent. Millions of dollars in grants and man-hours are involved.

Further, it is worth noting that in Great Britain's Advisory Council on Scientific Policy Survey, 22 percent of the research and development Ph.D. respondents stated that they had carried out research which they subsequently discovered had already been done by someone else. Twenty-six percent of the nearly 3,000 scientists surveyed went on the record as having met an obstacle or delay in their research which they could have avoided if the relevant results of current or past research had been known to them.²

Personal case histories of duplicated research or of the misuse and nonuse of the literature are well known to most librarians. For that matter, how often is it that what we in librarianship consider at first glance as innovative frequently has been done before, as is revealed through a careful perusal of library literature? Although somewhat justifiable in the humanities for the varying qualities of research, it has been stated that

"approximately 1 out of 20 doctoral candidates in English and American literature is preparing a dissertation which duplicates a previous study. . . ."³

When he leaves the university, the student should have justified confidence in his ability to use the literature. It has certainly been called for before—for example, the recent National Academy of Sciences report recommends, "the training of all students as well as faculty (throughout their college careers if feasible) in the use of the increasingly complex array of existing library and information services."⁴

Also, the unpublished results of the "Survey of Opinion of Practicing Engineers" show that the practicing engineer is concerned with the effective use of literature.⁵ To quote the report:

He (the practicing engineer) apparently feels that library and literature use facility is an asset and an essential requirement for fully effective practice by *any* engineer. In school he didn't learn much of what he feels he should know about getting at engineering results reported in the literature, and since then has had to do some digging in unfamiliar ground applying uncertain, uneasy methods. In school, also, he was given no inkling of the importance of engineering literature, and how to use it, how to get at it as a needed tool in engineering practice.

If he had the decision he would recommend that his school give emphasis to the teaching of techniques in library and literature use, and in the basic literature resources of specific engineering fields resulting in easy familiarity with such resources on the job.

These conclusions are over fifteen years old and only strengthen the critical need for educating the university library user in the effective use of the literature in the 1970s.

As a solution for limiting nonuse (which emphasizes what has already been called for in many user studies) it is recommended that faculty involve the use of the literature by students in

research or problem-solving assignments whenever possible. In other words, it is hoped that improvements continue to be made over the time of Abelard when:

. . . successive generations of laborious and studious men . . . consented for centuries to grow pale over a small number of texts, always the same, re-read (outloud to classes by the faculty) and commented on to satiety, gnawing, as it were, the same bone forever.⁶ (parentheses mine)

In acknowledgment of the likely chance the above recommendation will be met with little enthusiasm from some faculty, an alternate recommendation is the preparation and presentation, on either a free or credit basis, of imaginative lectures by librarians (ideally in collaboration with the faculty or, if necessary, alone) on the use of the various literature sources. Librarians need to take the offensive to show at the minimum that the economics of duplicated research is a serious matter and that the reduction of this is only to be accomplished by researchers who appreciate through the literature what has been done and what is being done in the particular area in which they are working.

Furthermore, librarians should study the library requirements of the student and concern themselves with the student's preparedness at present and in the future to interact with the library. For example, to ask and answer such questions as what can be done to improve the student's plight in not fully utilizing library resources?; what are the library needs of the student which are now unsatisfied?; and what are the necessary steps to arrive at student library use satisfaction?

APPENDIX

Selected Tabulation and Commentary of Nonuser Interviews

The mathematical mean cumulative Quality Point Average (QPA) for the twen-

ty-seven respondents, spread out over a normal appearing distribution of high, average, or low academic achievement, is 2.5. This is slightly higher than the overall QPA for the "average" Rensselaer student, which is 2.4. It is worth noting that had the total sample of thirty been available for interviewing, the QPA would have been 2.4 for the sample. The QPA distribution for the twenty-seven ranged from 1.6 to 3.4 out of a possible 4.0.

QUESTION: If you are not a graduate student, do you intend to do graduate study?

No 22% Yes 78%

The implication here should be evident. If anywhere, certainly in graduate school it is requisite that the student become familiar with the current and past advances in his field at least. The library will very likely have to be used.

QUESTION: Did your high school have a library?

No 0% Yes 100%

If Yes, did you use the high school library more than you use the RPI library?

No 37% Yes 63%

Comments:

"More need to use the high school library . . . at Rensselaer, through first three years at least, *no need*."

"Had to use it to get good grades."

"I was more library-oriented then."

"In high school it was a requirement . . . I had more free time . . . could read more on my own time. . . ."

QUESTION: Did you use the public library in your community?

No 22% Yes 78%

If Yes, did you use the public library more than you use the RPI library?

No 24% Yes 76%

Comments:

"I did more reading for enjoyment."

"I used the public library mainly to get books for pleasure . . . something I haven't done since I've been at RPI."

"I needed to use the library . . . or sometimes went there to kill time by going in and browsing."

"Used it for high school assignments, for example, in senior year for two weeks every day was spent in public library on research."

"Would go to public library . . . read odds and ends about science and other things of interest."

Quite clearly from the foregoing answers and comments, it can be said that the present "nonusers" were users and often frequent users of either the public or secondary school libraries.

QUESTION: Should the RPI Library offer instruction in the use of the library?

No 52% Yes 48%

Comments:

"No, not necessary—most have already had it . . . they can always ask at the desk . . . no sense of bringing everyone in."

"No, not worth it because not needed (only for graduate work) . . . often freshmen realize they don't need to use the library . . . then they have no desire to learn library use."

"Yes, and I would take it . . . probably be an easy course."

"The library pamphlet is as effective as anything . . . if you press for library use instruction, you'll find apathy."

QUESTION: Do you know any librarians? Very briefly, what is your general opinion of them?

Helpful but not capable 14%

Helpful and effective 57%

Professionals doing a professional job 17%

Do not know any librarians 12%

Comments:

"Most librarians I knew from high school were former teachers of mine that assumed a less demanding job, but were still involved in education."

"Helpful, but not professionals . . . just women who came in to help out in the library."

"In high school just monitors, discipline enforcers . . . more helpful in public library."

QUESTION: If you were assigned the job of developing a new process or a new procedure, would you be apt to consult the literature as to what had already been done?

No 0% Yes 100%

Would you know how to go about this?

No 56% Yes 44%

Whom would you ask for guidance to find already available information?

Faculty 39% 12 times first to be consulted

Classmates 12% 3 times first to be consulted

Librarian 31% never first; 9 times second to be consulted

Researchers in that field 18%

The respondents who answered *yes* to knowing how to go about consulting the literature were not always fully confident they would know just how to go about it. For example:

Comments:

"Yes, I have a vague idea of how to."

"Yes, basically, I think I could."

"I would ask either faculty or librarian . . . if general, librarian, if technical, faculty."

QUESTION: What do you think your professors, in general, think about using the library?

14% recommend it

11% have reserve books there

8% make assignments to use it

5% are opposed to it

46% are neutral or noncommittal

16% do not place much value on it

Comments:

"In general, if you go on the times it is mentioned, the faculty are not too hot on it."

"They don't say anything about the use of the library."

"Professors will make reference to books, but few students will go to look these up."

"From time to time a professor will mention a reference, but generally understands that it will not be looked up. It's a matter of time . . . they do it to be cool."

"May be opposed to it because they want us to do work independently, i.e., not from a book in the library. For example, the 7-page solution to an assigned problem was found by students in a library book. The professor had used it as a 'source' for the problem."

QUESTION: Please give me your opinion of this quote, "The library is the heart of the university." Do you regard it as:

2% true

4% false

46% not applicable to RPI

40% true on some campuses

8% a nice ideal, but unrealistic

Comments:

"Almost all assignments at RPI can be done without outside references. The library is not essential. More outside assignments should be given in every course to make the library more important."

"Certainly not here . . . the professors are the heart of the university."

"Would be true of a library on a liberal arts campus . . . there they need various sources for comparison . . . we buy all ours at the bookstore."

QUESTION: How would you term your pattern of use of the Rensselaer Library? (Note that two years ago all the respondents had indicated nonuse of the library. This again bears out the claim that as the student progresses in his academic life he is apt to make use of the library.)

22% more than once a week

11% more than 8 times a semester

22% few times a semester

45% very seldom, or never

If you checked either of the last two above, what in your opinion is the reason?

89% no need

11% poor collection

Comments:

"Now I use it frequently . . . in previous semesters almost never . . . have found it a good place to study and get books that help explain material covered in class."

"Nothing brings you to the library . . . no habit . . . no assignments made . . . no pressure on part of faculty."

"Very seldom or never in first two years . . . now I come in for journals and newspapers and technical works."

"Most courses have texts with all the information in them. Once you know Ohm's law, you don't need to

look it up. The main difference between liberal arts and the sciences = no differences to Ohm's law, while criticism on topics in liberal arts is varied. . . ."

"Go to frat brothers for information on courses . . . no need for library."

REFERENCES

1. John Lubans, Jr., "Student Use of a Technological University Library," *IATUL Proceedings* 4:7-13 (July 1969).
2. Correspondence from Dr. Wood of the Department of Education and Science, National Lending Library of Science and Technology, Great Britain, 17 June 1970.
3. *The Bowker Bulletin* (Sept. 1968), p.4.
4. *Scientific and Technical Communication: A Pressing National Problem and Recommendations for Its Solution. A Report by the Committee on Scientific and Technical Communication of the National Academy of Sciences*, National Academy of Engineering. National Academy of Sciences, Washington, D.C., 1969, p.62.
5. Sponsored by the American Society for Engineering Education, Engineering School Libraries Committee, as reported by Edward A. Chapman, in his *Report on ASEE Engineering Literature Project* (June 1953) (unpublished).
6. Gabriel Compayré, *Abelard and the Origin and Early History of Universities* (New York: AMS Press, 1969), p.187.

The Economics of a Domestic Approval Plan

A study of the efficiency and effectiveness of a domestic blanket approval plan as compared with traditional acquisitions procedures based upon a unit cost study carried out at four libraries in the state university system of Florida. Comparative costs are measured both in terms of internal systems savings and the level of service provided the academic community.

LOOKING BACK over the past two decades, one can see that three major issues seem to have dominated discussions among academic librarians: (1) The relative merits of the Library of Congress Classification System as compared with the Dewey Decimal; (2) the role of the computer in library operations; and (3) blanket approval plans as a means for systematic collection growth. All three have generated considerable amounts of impassioned rhetoric at professional gatherings and a corpus of polemical writing, but only a relatively small amount of research aimed at evaluating how the Library of Congress Classification System, the computer, or approval plans have advanced or retarded the academic library's progress toward its stated educational objectives. Nevertheless, the trend toward the Library of Congress Classification System continues to accelerate, the use and abuse of the computer is increasingly evident, and the number of academic

libraries utilizing approval plans grows with each passing year as does the number of firms offering them.

This situation suggests at least two possibilities: (1) That academic librarians may be inclined to rush willy-nilly into anything which carries the magic connotation of being innovative or experimental; or (2) that there is something inherently rational about all three of these developments—that they are related to a slowly evolving network for the acquisition, bibliographical control, and dissemination of knowledge on a global scale which overarches the individual libraries which are its constituent parts. In all probability, both possibilities have been operative. But I would prefer to believe that the latter has been by far the most important—that these trends reflect the intuitive genius and pragmatically oriented intellect of the profession probing several promising routes into the future. With respect to approval plans, what is needed at the present moment is a solid body of research which will calm some of the controversy by moving us from opinion and prejudice into documented facts.

In short, we need more than the profession's traditional crutch of self-evident truths or recourse to majority opin-

Dr. Axford is university librarian at Arizona State University, Tempe.

This paper was originally delivered at the Third International Seminar on Approval and Gathering Plans in Large and Medium Size Libraries, February 17-19, 1971, West Palm Beach, Florida.

ion to justify what we are doing. We need not, perhaps, go quite so far as a participant in last year's seminar suggested and establish an agency similar to the Library Technology Project to study all aspects of this technique of building research collections. Yet surely those of us who are convinced of both the efficiency and effectiveness of approval plans would do well to follow Thoreau's advice (slightly paraphrased), "You have built your castles in the air. Now put foundations under them."

Research into the operation of approval plans, though slim in terms of the general interest in the subject, does exist. For instance, for several years the University of Nebraska has gathered very detailed statistics on the number of titles received, the breakdown by LC class, average prices, and discounts. Florida Atlantic University has compiled similar data since 1968. The University of Oklahoma Library has produced a solid vendor performance study of major significance which tested one company's claim "that monographs eligible for coverage under its approval plan would be sent within the same week of publication, and that 80 percent of these would be received before the title's first appearance in one of the trade bibliographies."¹ Finally, there has been at least one dissertation in which approval plans have come under scrutiny. I refer to the work of G. Edward Evans at the University of Illinois in which he compared the use of books received through approval plans and those ordered individually by librarians and members of the faculty.²

Much of the published and unpublished research on approval plans and the verbal exchanges between proponents and opponents share the common attribute of viewing approval plans largely in isolation from the total acquisitions and processing effort. This is analogous to designing a powerful new

automobile engine without facing up to the necessity of also redesigning the entire drive train to achieve the desired level of performance. The present study avoids this pitfall since much of the data on approval plans *per se* has been extracted from a research project intended to derive costs of the technical services divisions of five of the seven libraries in the State University System of Florida covering operations for fiscal 1968/69. The goal of the study was to measure both efficiency (i.e., the optimal use of human resources) and effectiveness, the level of achievement in terms of established program goals.

The methodology of the study was as follows.

1. Each department of the Technical Services Division defined in the clearest possible terms the functions for which it was responsible.

2. A diary study was carried out for each position in each department in order to distribute salary/wages and hours worked over the functions performed.

3. The total dollars and minutes spent on each function over a year's operation were then divided by the total volumes fully processed by the division.

Here it should be noted that the project was not a true time and motion study, nor was it intended to be. The object was to determine the average costs per function rather than the determination of a standard time per unit produced. Put another way, we wanted to determine what it was costing to acquire and process a book, including the costs of inefficient supervision, rather than what it should cost.

When this project was completed, data were available which made it possible, within reasonable limitations, to isolate cost factors related to books acquired through approval plans and those acquired in the traditional manner, and to come to some conclusions as to the relative efficiency of both techniques. In order to measure the impact

of an approval plan on a library's level of achievement in terms of its established program goals, a supplementary study was undertaken which was designed to test the effectiveness of an approval plan in expediting current published scholarship to the academic community.

From the unit cost studies of the five participating libraries, three functions were clearly identified which could be eliminated by utilizing an approval plan. They were as follows: (1) Preorder searching; (2) vendor selection; and (3) typing purchase orders.

Unfortunately, not all of the five libraries isolated each of the above functions in their studies. Consequently, it was necessary in some instances to use the average costs in minutes and dollars. For instance, if only four of the five had isolated vendor selection, the average costs for these four would be used for the fifth.

Table 1 shows the savings achieved by two of the five libraries in the test group which were on approval plans and the savings which could have been achieved by the other three had they been. Table 2 shows the savings which would have accrued to the state university system had all five libraries been on approval plans.

The range of possible savings between institutions is both interesting and significant. At the lower end of the scale, Library 1's figures were 1,073 man-hours and \$3,550. At the top, Library 3 could have saved double the number of hours and almost twice as much money as Library 1 had it been on an approval plan.

The greatest variation in costs was in preorder searching. Two factors apparently were operative. In the first place, Libraries 2 and 4 which reported the highest costs had more than one F.T.E. professional assigned to this function. The two libraries with the lowest costs had no professional engaged in preor-

TABLE 1
SAVINGS ACHIEVED AT TWO LIBRARIES THROUGH AN APPROVAL PLAN, AND THE SAVINGS WHICH COULD HAVE BEEN ACHIEVED BY THE THREE OTHER LIBRARIES IN THE TEST GROUP HAD THEY BEEN ON APPROVAL PLANS.¹

	Preorder Searching	Vendor ² Selection	Minutes per Volume		Per Vol. Total	Total Savings ^o 10,000 Vols.	Dollars per Volume		Per Vol. Total	Total Savings ^{oo} 10,000 Vols.
			Vendor ² Selection	Typing P.O.'s			Preorder Searching	Vendor Selection		
Library 1	2.80	1.37	2.27	6.44	1,073	.16	.105	.09	.355	3,550
Library 2	2.20	1.67	6.53	10.40	1,733	.12	.14	.19	.45	4,500
Library 3	8.85	1.06	3.15	13.06	2,177	.43	.07	.10	.60	6,000
Library 4	7.75	1.06	6.87	15.98	2,663	.38	.07	.23	.68	6,800
Library 5	9.70	1.37	4.13	15.20	2,533	.38	.105	.12	.605	6,050

¹ All data taken from a unit cost study of the technical services division of five libraries in the state university system of Florida covering fiscal 1968/69.

² This function was not isolated in the unit cost studies at Florida and Library 4. The figures used are the average costs in minutes and dollars reported by two other libraries in the test group.

^o Figures are for total hours.

^{oo} Figures are for total dollars.

der searching. At Library 1, preorder searching was limited to determining if a given title actually existed. No attempt was made to establish the main entry before placing an order with a dealer. The other libraries in the test group followed the traditional procedure.

The spread in savings actual or potential between the five libraries illustrates an interesting paradox. The more efficient the bibliographic searching and

TABLE 2

SAVINGS WHICH COULD BE ACHIEVED FOR THE STATE UNIVERSITY SYSTEM OF FLORIDA IF ALL FIVE LIBRARIES INCLUDED IN THE STUDY UTILIZED AN APPROVAL PLAN OF 10,000 VOLUMES A YEAR¹

Institution	Hours	Dollars
Library 1	1,073	3,550
Library 2	1,733	4,500
Library 3	2,177	6,000
Library 4	2,663	6,800
Library 5	2,533	6,050
TOTAL	10,179	26,900

Translated into positions, the dollar savings would provide approximately five to six clerical positions for the five libraries.² These figures show that an approval plan, on the average, will save the time of approximately 1½ full-time persons.

¹ Since over 95 percent of the titles received on an approval plan are single volumes, for the purpose of the study, titles and volumes are considered synonymous.

² The average clerical salary at FAU in 1969/70 was \$4,800.

acquisition procedures are, the less one will be likely to save by having an approval plan, while the more inefficient they are, the greater will be the savings. The same situation holds true with respect to adjusted discounts; that is, calculating the discount on books received on an approval plan to include labor saved. Table 3 shows the results of computing the discount on approval plan books on this basis for the five libraries which participated in the study. As can be seen, the adjusted discounts run from a low of just over 11 percent to

a high of just over 15 percent. Either figure is highly respectable for an acquisitions program in access of 10,000 volumes covering all areas of study.

The evidence derived from the unit cost studies undertaken by the five libraries of the state university system of Florida clearly support the contention that a blanket approval plan is an efficient method of acquiring current domestic scholarship. As the data show, a well-managed approval plan can save at the minimum one full-time position, with significantly higher savings possible depending upon variances in internal procedures.

The vendor performance study carried out at the University of Oklahoma further bolsters the evidence for the efficiency of approval plans. As already noted, the purpose of this study was to test one company's claim that monographs eligible for coverage under the plan would be sent within the week of publication, and that 80 percent of these titles would arrive in the library before their first appearance in a standard trade bibliography.

The team which carried out the research began by analyzing the fifteen issues of *Publishers' Weekly* from August 28 to December 2, 1968. These contained 8,977 titles. The team concluded that 6,674 (74 percent) fell within the exclusion categories of the library's profile, and 2,303 (28 percent) within. Of the 2,303 which they felt should have been sent by the dealer, 1,792 (78 percent) were located in the library's records; 509 (22 percent) were not located. A subsequent check reduced this latter figure to 466.

A list containing these 466 titles was forwarded to the company's regional office to be checked. The district manager reported as follows.

1. One hundred and ninety-one of the titles on the list had been considered for inclusion on the approval plan but rejected as being

TABLE 3

DEALER DISCOUNTS ON APPROVAL PLAN BOOKS CALCULATED TO INCLUDE LABOR
DOLLARS SAVED THROUGH AN APPROVAL PLAN

	Titles Purchased	Average Price	Average Dealer Discount	Labor Dollars Saved per vol.	Dollars Saved per 10,000 vols.	Additional Discount per vol.	per 10,000 vols.	%	Total Adjusted Discount
Library 1	10,000	\$8.93	7.16%	\$.36	\$3,550	\$.36	\$8.93	4%	11.16%
Library 2	10,000	8.93	7.16	.45	4,500	.45	8.93	5	12.16
Library 3	10,000	8.93	7.16	.60	6,000	.60	8.93	7	14.16
Library 4	10,000	8.93	7.16	.68	6,800	.68	8.93	8	15.16
Library 5	10,000	8.93	7.16	.61	6,050	.61	8.93	7	14.16

juvenile titles, items of local interest, or nonscholarly.

- Two hundred and seventy-five had been selected for the approval plan, and of these 111 were judged to fit the University of Oklahoma profile and had been shipped. One hundred and thirty-three were judged as not fitting the library's profile.
- Thirty titles could not be accounted for.

The dealer's decisions for not sending certain titles were based on the acquisitions librarian's instructions that the library's profile was to be very strictly interpreted. In other words, err in the direction of exclusion in case of doubt. It is possible that the library's inclusion of 111 titles on the search list which had actually been sent under the approval plan may have been due to main entries on the invoices which differed from those in *Publishers' Weekly* and paperbacks which may have been at the bindery and not located by the library during the study.

Subsequent correspondence regarding the results of the study between the company's district manager and the director of the University of Oklahoma Libraries revealed a broad difference of opinion between the director's concept of what the company should be sending and that of the acquisitions librarian. Whereas the latter's inclination was to narrow the coverage, the former's was to make it as broad as possible. Had the

approval firm operated under the director's interpretation of what should come under the library's profile, it is probable that the number of titles rejected for inclusion would have been considerably smaller. This situation clearly illustrates a problem which often confronts a dealer. If the library assumes a Janus-like stance and speaks out of both mouths at once, the dealer can hardly be criticized if he fails to satisfy either. It also points out the managerial responsibilities inherent in an approval plan.

Adjusting the figures to take into account the 111 titles recorded as sent under the approval plan but apparently not located in the library at the time of the study, the approval firm actually exceeded its claim to deliver 80 percent of the titles which fell within the scope of the University of Oklahoma Library's profile within the week of publication and before their first appearance in a trade bibliography. The adjusted average early arrival was thirty-one days. After evaluating all the evidence, the research team concluded that the plan was efficiently providing rapid delivery of current domestic publications to the University of Oklahoma Libraries.

As work progressed on the unit cost studies, a vendor performance study similar to that done at Oklahoma was undertaken. The methodology decided upon was to take a random sample of the titles received by the Florida Atlantic University Library through its ap-

proval plan during fiscal 1968/69 and to check these in the public catalogs of four other university libraries in the state. The libraries in the test group included a private university which did not utilize an approval plan, a state university which did, a state university which did not, and a state university which had individual blanket orders with all university presses.

In fiscal 1968/69 the Florida Atlantic University Library accepted 10,648 titles through its approval plan. In January 1970, six months after the close of the fiscal year, this file was weeded to remove titles in series, corporate entries, and reprints. An 8 percent sample of the remaining 9,461 titles was then selected. Over the course of the next five months, the 764 titles obtained by this process were checked in the public catalogs of the libraries in the test group, the first one in January, two more in February, and the last the first week of May. It is worth noting at this point that since Library 1 attempted to maintain a policy of giving original cataloging to all approval plan books for which LC copy had not been received

after ninety days, the bulk of the titles in the sample group had been fully cataloged before or by October 15, 1969. The time lags between this date and the dates when the catalogs of the libraries in the test group were checked were as follows.

Library 2	10 weeks
Library 3 and Library 4	14 weeks
Library 5	26 weeks

The results of the catalog checks were unexpected and not easy to interpret. They are shown in Table 4.

Because of the very high percentage of titles not found in the public catalogs of the test groups of libraries, university press titles and titles from a selected group of individual publishers noted for scholarly publication were studied separately. A slightly different pattern emerged, which again raised as many questions as it answered. For instance, at Library 2, which had individual blanket orders with all university presses, the percentage of titles not held in the university press group was almost 10 percent higher than for the whole list. Incredible as it may seem, this li-

TABLE 4
RESULTS OF CHECKING AN 8 PERCENT SAMPLE OF APPROVAL PLAN
BOOKS RECEIVED BY FAU DURING 1968/69 IN THE PUBLIC
CATALOGS OF FOUR UNIVERSITY LIBRARIES IN FLORIDA

	2	3	Level ^a	4	5	Total	%
Library 1							
Not found	38	1,113		1,550	2,662	4,362	56.2
Older ed. Found	0	75		125	125	325	3.4
On Order	0	0		0	0	0	0
Library 2							
Not found	38	950		1,162	1,750	3,900	40.8
Older ed. Found	0	138		50	88	276	2.9
On Order	0	288		400	1,061	1,749	18.3
Library 3							
Not found	38	1,288		1,688	3,250	6,264	65.6
Older ed. Found	12	175		63	188	438	4.6
On Order	0	0		0	0	0	0
Library 4							
Not found	38	750		838	1,288	2,913	30.5
Older ed. Found	0	63		75	138	276	2.9
On Order	0	38		38	50	126	1.3

^a Approval firm's assigned level

brary did not hold over 50 percent of the university press titles which had been cataloged several months previously at one of the other libraries studied.

In order to find out if the libraries not on approval plans were acquiring university press titles by traditional techniques, these titles were separated into two groups, those received during the first half of the fiscal year and those received during the second half. At all institutions, the number of titles not held in the first group was substantially lower than in the second. This finding seemed to indicate clearly that the university press titles which had been received through approval plans were being acquired by traditional acquisitions procedures but at a considerably later date. Tables 5, 6, 7, and 8 show the results of this part of the study in detail.

In attempting to interpret the data derived from the catalog checks, several points must be borne in mind. First of all, neither Library 2 nor 4 filed "on order" information in their public catalog, nor did they file temporary entries for titles in cataloging backlogs. Consequently, it is entirely possible that many of the titles not found in the catalog checks were actually owned by

these libraries, but not available to the public. Many were probably on order. Although it would have been desirable to obtain this information, not having it does not really affect the overall findings of the study, which revealed a very large number of scholarly titles not available to the academic communities served by these two libraries ten to fourteen weeks after they were available at

TABLE 5

NUMBER OF TITLES NOT IN THE PUBLIC CATALOGS OF THE FOUR OTHER UNIVERSITY LIBRARIES IN FLORIDA AT THE TIME CHECKED¹
(Number of University Press Titles Received and Cataloged by Library 1—2,137)

Institution	No. of Titles	Percent
Library 2 ²	975	45.6
Library 3 ³	1,075	50.3
Library 4 ⁴	1,325	62.0
Library 5 ⁵	413	19.3

¹ Results of checking university press books received at FAU through blanket approval plan in fiscal 1968/69 and fully cataloged by September 15, 1969, in the public catalogs of four other university libraries in Florida. All figures are based on an 8 percent sample of 9,461 titles. All approval plan books for which LC copy was not available after ninety days were given original cataloging at Library 1.

² Catalog checked in January 1970.

³ Catalog checked in February 1970. Had standing orders with individual university presses.

⁴ Catalog checked in February 1970.

⁵ Catalog checked in May 1970. Had blanket approval plan.

TABLE 6

NUMBER OF TITLES NOT IN THE PUBLIC CATALOGS OF THE FOUR OTHER INSTITUTIONS AT THE TIME CHECKED¹
(Number of titles received and cataloged from these publishers by Library 1: Praeger, 275; Wiley, 224; Macmillan, 174; Prentice-Hall, 225; McGraw-Hill, 187)

	Praeger		Wiley		Macmillan		Prentice-Hall		McGraw-Hill	
	No. of Titles	Percent	No. of Titles	Percent	No. of Titles	Percent	No. of Titles	Percent	No. of Titles	Percent
Library 2 ²	175	63.6	125	55.8	88	50.5	125	55.5	75	40.1
Library 3 ³	113	41.1	75	33.4	75	43.1	125	55.5	13	6.9
Library 4 ⁴	136	49.4	125	55.8	63	36.2	150	66.6	113	60.4
Library 5 ⁵	13	4.7	0	0	50	28.7	75	33.3	38	20.3

¹ Results of checking the above five publishers' titles received at FAU through blanket approval plan during fiscal 1968/69 and fully cataloged by September 15, 1969, in the public catalogs of four other university libraries in Florida. All figures based on an 8 percent sample of 9,461 titles. All approval plan books for which LC copy was not available after ninety days were given original cataloging at Library 1.

² Catalog checked in January 1970.

³ Catalog checked in February 1970. Had standing orders with individual university presses.

⁴ Catalog checked in February 1970.

⁵ Catalog checked in May 1970. Had blanket approval plan.

TABLE 7

NUMBER OF TITLES NOT IN THE PUBLIC CATALOGS OF THE FOUR OTHER UNIVERSITY LIBRARIES IN FLORIDA AT THE TIME CHECKED¹
(Number of University Press Titles Received and Cataloged by Library 1—1,050)

Institution	No. of Titles	Percent
Library 2 ²	387	36.8
Library 3 ³	412	39.2
Library 4 ⁴	575	54.7
Library 5 ⁵	150	14.2

¹ Results of checking university press books received at Library 1 through blanket approval plan July 1, 1968, through December 31, 1968, and fully cataloged by April 15, 1969, in the public catalogs of four other university libraries in Florida. All figures are based on an 8 percent sample of 9,461 titles. All approval plan books for which LC copy was not available after ninety days were given original cataloging at Library 1.

² Catalog checked in January 1970.

³ Catalog checked in February 1970. Had standing orders with individual university presses.

⁴ Catalog checked in February 1970.

⁵ Catalog checked in May 1970. Had blanket approval plan.

Library 1. In the case of university press titles received during the first half of the fiscal year, the time lag was from twenty-four to forty weeks.

Libraries 3 and 5 both filed "on order" information in the public catalog, and both filed temporary entries for all titles not cataloged. The "on order" information provided some very positive documentation for the effectiveness of an approval plan. At Library 3, the one with individual blanket order plans with all university presses, 18.3 percent (1,749 titles) on Library 1's list were found to be on order. At Library 5, which had an approval plan, the figure dropped to 1.3 percent (126 titles). It is interesting but somewhat confusing

TABLE 8

NUMBER OF TITLES NOT IN THE PUBLIC CATALOGS OF THE FOUR OTHER UNIVERSITY LIBRARIES IN FLORIDA AT THE TIME CHECKED¹
(Number of University Press Titles Received and Cataloged by Library 1—1,087)

Institution	No. of Titles	Percent
Library 2 ²	587	54.0
Library 3 ³	662	63.0
Library 4 ⁴	750	68.9
Library 5 ⁵	262	24.1

¹ Results of checking university press books received at Library 1 through blanket approval plan January 1, 1969, through June 30, 1969, and fully cataloged by September 15, 1969, in the public catalogs of four other university libraries in Florida. All figures are based on an 8 percent sample of 9,461 titles. All approval plan books for which LC copy was not available after ninety days were given original cataloging at Library 1.

² Catalog checked in January 1970.

³ Catalog checked in February 1970. Had standing orders with individual university presses.

⁴ Catalog checked in February 1970.

⁵ Catalog checked in May 1970. Had blanket approval plan.

to note that both libraries missed exactly the same number of new editions of titles for which they held the previous edition (see Table 4).

It seems obvious that the approval plan technique for building research libraries is here to stay. The study reported here clearly demonstrates its efficiency and effectiveness.

REFERENCES

1. Kathleen Maher, Diana Lane, Martha Schmidt, and Charles Townley, *How Good Is Your Approval Plan, A Vendor Performance Study* (University of Oklahoma Libraries, 1969).
2. Gayle Edward Evans, *The Influence of Book Selection Agents upon Book Collection Usage in Academic Libraries* (University of Illinois, Ph.D. diss., 1969).

The Texas Consortium to Microfilm Mexican Archival Resources

Sixteen Texas libraries, in June 1969, founded the Texas Consortium to Microfilm Mexican Archival Resources in a cooperative effort to preserve Mexican records for research. During its first year, several microfilming projects were inaugurated in Mexico and approximately \$50,000 was committed. A minimum of \$160,000 will be budgeted for microfilming projects over a five-year period. Members of the Texas Consortium choose an area of Mexico in which they wish to work, and the Consortium coordinates activities.

ONE OF THE MOST potentially significant international cooperative programs of library acquisitions of archival records is the Texas Consortium to Microfilm Mexican Archival Resources. This organization, composed of the Texas State Library and fifteen Texas academic institutions, came into existence a little over one year ago. The ambitious, and probably impossible, goal is to microfilm, in cooperation with Mexican authorities and institutions, all of Mexico's archival resources: national, state, municipal, and ecclesiastical.

There are many reasons for the Texas Consortium: many irreplaceable records in Mexico are in imminent danger of destruction unless they can be recorded on microfilm; many of Mexico's archives are relatively difficult to reach by American scholars; and no one institution, Mexican or Texan, has the resources to undertake such an extensive and expensive project.

BACKGROUND

The idea for a Texas Consortium to microfilm Mexican archival resources

Mr. Kinney is Texas state archivist, Austin.

was conceived at a conference held at the State University of New York at Oyster Bay in October 1967.¹ This meeting, the International Conference on Mexico on Microfilm was convened by the Office of International Librarianship, Learning Resources and Information Services, International Studies and World Affairs, State University of New York at Oyster Bay.² It was represented by forty-three librarians and Latin American scholars. Texas was represented by five delegates from four institutions. At this Oyster Bay conference, the need for cooperation in microfilming was obvious to all those in attendance. One result of this conference was plans for the formation of a national consortium of about ten institutions, to be called "Mexico on Microfilm," who would agree to cooperate in the microfilming of Mexican archives, beginning in Guadalajara where especially valuable documents are concentrated and where Mexican authorities have offered to cooperate in a microfilming program. One Texas institution, Texas Tech, elected to become a member of this national consortium.

The five Texas representatives at the

Oyster Bay conference, while favoring a national consortium, felt that in a state where interest in Mexico runs deep, a Texas Consortium should be organized for a long-range project to preserve on film the total archival records of Mexico. The Texas Consortium was not to be competitive with the national consortium or with the work of other groups or individuals. The Texas Consortium supplements and complements other microfilming projects throughout the twenty-nine states, two territories, and the federal district of Mexico. A special committee of SCOLAS (Southwestern Conference on Latin American Studies) in the spring of 1968, in San Antonio, drafted a proposal for a Texas Consortium to acquire Latin American archival records on microfilm.³ Interested librarians and Latin American scholars throughout Texas examined this document and the following spring the Articles of Agreement were adopted.⁴ Thirteen of the seventeen Texas institutions represented at the San Antonio meeting indicated a definite interest, made applications for membership, and chose an area of Mexico in which they wished to work. Three months later, at the organizational meeting of the founding members held in Austin on June 6, 1969, officers were elected and the Articles of Agreement were revised and accepted by the founding members.⁵

ARTICLES OF AGREEMENT

The Texas Consortium is predicated on cooperation with other members of the Consortium and cooperation with Mexican authorities. Each member of the Consortium assumes full responsibility for working out the details for the microfilming project which it undertakes. No member institution has the right to bind any other institution in any transaction or to bind the Consortium in any manner. Microfilm acquired by each institution remains the property

of that institution and not of the Consortium. Microfilm acquired by member institutions will be exchanged with other institutions under the usual interlibrary loan arrangements. The members agree to make available to all participating institutions in the Consortium copies of all finding aids produced, together with definitive indexes of their microfilm holdings as such indexes may appear. Eventually each institution in the Consortium will have a union catalog of all holdings of microfilm of Mexican Archival resources acquired under the program of the Texas Consortium.

While each institutional member takes special responsibility for a geographical or functional area of Mexico, the Articles of Agreement allows any institution to initiate a microfilm project in any area provided that the project has been cleared with all other member institutions working in the same place. The Consortium's objective is to record and make available in Texas, at a minimal cost, a maximum quantity of film of Mexican archival resources, but not to establish monopolies of special academic interests.

Any member institution wishing to withdraw from the Consortium may do so by giving notice to the Consortium three months before the beginning of the calendar year in which they will cease to participate. The present Articles of Agreement will be renegotiated at the Consortium's annual meeting in 1974. The Articles of Agreement provide for an annual meeting and for special called meetings at any time.

All Consortium members are urged, but not required, to budget a minimum of \$2,000 annually for five years for the acquisition of microfilm recording Mexican archival resources. If the present sixteen members allocate this minimum \$32,000 each year for the five-year period, \$160,000 will go into the cooperative acquisitions program. However,

most members will be allocating much more than this minimum each year to the program. For example, Trinity University has provided \$36,000 for the first three years.

Membership in the Consortium is open to all Texas institutions who are willing to become signatory to the Articles of Agreement. At a meeting of the Texas Consortium, held in Houston on April 24, 1970, initial approval was given of a membership application from an Arizona institution, pending the amendment of the Articles of Agreement to provide for the membership of non-Texas institutions. Unfortunately, a majority of the Consortium membership has since failed to give approval for expansion of the Consortium beyond the geographical boundaries of Texas.

PROGRAMS

During the first year of the Consortium several programs were inaugurated and approximately \$50,000 was committed for microfilming. The University of Texas at Austin, with one of the nation's most outstanding Latin American collections, assumed responsibility for the federal district and for the National Archives of Mexico.

Trinity University at San Antonio negotiated a contract with the Instituto Tecnológico y de Estudios Superiores de Monterrey for 3,600 rolls of 35mm positive microfilm of archival records in the state of Nuevo Leon. This plan is actually a subsidiation of Instituto Tecnológico's microfilm program which began in 1962. These records include state archives of Nuevo Leon and municipal, judicial, and ecclesiastical records of Monterrey and three other municipalities in the state of Nuevo Leon. Trinity University is investing \$36,000 during the first three years of the program. Trinity University also has a summer program in which students work in Monterrey indexing rolls of the proc-

essed film; the students continue the indexing during the winter upon their return to San Antonio. Plans are being made for Instituto Tecnológico students to come to Texas for similar experience. Instituto Tecnológico is responsible for arranging the records and for filming. The librarian at Instituto Tecnológico is in charge of the project, assisted by two cameramen and two men responsible for arranging the papers for filming. The Texas State Library plans to work in partnership with Trinity and Instituto Tecnológico in filming archives in the states of Nuevo Leon and Coahuila.

St. Mary's University has completed a contract with the Universidad Autónoma de San Luis Potosí to film all archival records—state, municipal, judicial, and church—in the state of San Luis Potosí. San Luis Potosí was once the largest city between Mexico City and New Orleans, and many of these records date from the early sixteenth century. The San Luis Potosí archivist will supervise the arranging and filming of the documents. Under the agreement St. Mary's will receive the negative film and San Luis Potosí will receive a positive copy. St. Mary's has committed \$5,000 for the first year of the project.

Pan American College, Texas A. & I., Abilene Christian College, and Southwest Texas State University are negotiating a contract with Microfilmaciones Martineau, S.A., to microfilm archives in the state of Tamaulipas. Baylor, the University of Texas at Arlington, North Texas State University, and Texas Christian University are making arrangements to film records in Michoacan. Texas Technological University, a member of the national consortium, is making contractual arrangements through that consortium for microfilming the Guadalajara archives.⁶

The University of Texas at El Paso has completed the filming of the Janos

Archives in Chihuahua, eighteenth- and nineteenth-century records of the Church of Our Lady of Guadalupe in Juarez have been filmed, and a new project in Chihuahua City is being planned. The university is currently assisting in a filming project in Durango. Four students spent approximately four months arranging papers in the library division of the Museo Nacional de Antropología y Historia in Morelia, but this project has been discontinued, at least for the present time, because of contractual difficulties.

The University of Houston and Sam Houston State University will work as partners and be responsible for records in Puebla. The University of Houston will also film records in Mexico City.

At the December 1969 meeting of the Consortium a standard inventory format was adopted. This inventory will include place (state, municipality, church, etc.), type of archives (causas, criminales, bandos, decretos, etc.), dates, roll number, and source of other finding aids, if any. At the same time it was also agreed that each member institution would produce a roll by roll list of documents—each document will be very briefly described and the number of pages given. Each member of the Consortium will be provided with both a general holdings inventory and the roll by roll list of documents. At the present time the only finding aids which have been produced are those prepared by Trinity University for the municipal records of Cadereyta, Nuevo Leon. A complete list of the holdings of the University of Texas at Austin will be ready soon. The Instituto Tecnológico is continuing detailed indexing and has published some of their indexes to the municipal records of Monterrey.⁷

Institutions in the Consortium are finding their membership valuable in many ways. For example, state institutions often find it difficult to make contractual agreements with institutions in

a foreign country, especially when advance payment is required, but private institutions in the Consortium will be able to act as intermediaries in these contractual arrangements. Members unable to make contacts in Mexico for microfilm projects, or unable to obtain access to certain archives, may call upon other members for assistance. A dictionary of Spanish abbreviations is being compiled at Trinity University to assist scholars in using microfilmed documents.

Thus far, most of the institutional representatives to the Consortium have been librarians and Latin American scholars rather than archivists. The result has been that the terminology and principles in the Articles of Agreement have been library- rather than archive-oriented. The Consortium would be strengthened considerably by the involvement of more archivists. For example, in the development of finding aids for the microfilm rolls, it was not until considerable energy, time, and money had been expended that it was realized that detailed library-type indexing was impractical. The arranging of archival records prior to filming probably will leave something to be desired; recommendations and supervision by experienced archivists would be invaluable here. Though it is obviously too much to expect the standards for arrangement to meet those set by the University of Texas for the Bexar Archives and those contemplated for the Nacogdoches Archives in the Texas State Archives, even limited assistance by experienced archivists would be better than the cursory arrangement that will often be given these archival records.

CONCLUSION

The goals of the Texas Consortium to Microfilm Mexican Archival Resources are ambitious and probably impossible of being completely reached. But the surveying has been done, the

foundation laid, and the structure is going up. The Texas Consortium is not like the man who inherited his father's harem and who knew what was expected

of him but didn't know where to begin. The Texas Consortium not only knows what is expected of it but has already begun!

REFERENCES

1. Robert A. Houze, "The Texas Consortium for Microfilming the Mexican Archives," *Texas Library Journal* 45:121 (Fall 1969).
2. Office of International Librarianship, Learning Resources and Information Services, International Studies and World Affairs, State University of New York, Oyster Bay. International Conference on "Mexico on Microfilm," Final Report. Oct. 5-6, 1967. (mimeo.)
3. Microfilm Project Committee of SCOLAS. Proposal for a Consortium of Texas Academic Institutions to Acquire and Use Jointly Latin American Archival Resources on Microfilm. March 1968. (mimeo.)
4. Articles of Agreement for a Texas Consortium to Microfilm Mexican Archival Resources, Adopted March 6, 1969. (mimeo.)
5. Articles of Agreement for a Texas Consortium to Microfilm Mexican Archival Resources, Adopted March 6, 1969, revised June 6, 1969. (mimeo.)
6. As of January 1971 Texas Tech is the lone member of the national consortium, though five institutions are considering budgeting the required \$14,000 annually so that they may become members. When the national consortium has at least five members, the microfilming project will be initiated in Guadalajara.
7. Eugenio del Hoyo, *Indice del Ramo de Causas Criminales del Archivo Municipal de Monterrey*, Serie Historia, 2. Monterrey: Instituto Tecnológico, 1963, and Isreal Cavazos Garza, *Catálogo y Síntesis de los Protocolos del Archivo Municipal de Monterrey 1599-1700*, Serie Historia, 4. Monterrey: Instituto Tecnológico, 1966. An index to the Salinas Victoria municipal archives is in progress.

Letters

Editor's Note: Over eighty letters were received in response to the March editorial entitled "Can Academic Librarians Afford College & Research Libraries?" The sentiments of those who responded were ones of disbelief, shock, and anger. The respondents urged that the ACRL publications program be left intact. As several pointed out, the publications remain one of the few tangible benefits of ACRL to many members. Because of the present restriction on journal pages, we are publishing only a selection of the letters. The sentiments expressed in them are typical of those expressed by others. It was indeed gratifying that so many people took the time and trouble to respond.

To the Editor:

Just a note in answer to your editorial in the May issue of *CRL*. May I state, honestly and frankly, that *CRL* is the *only* journal in the library field that has almost consistently been worth not only reading, but keeping. I frankly discard *American Libraries*, *Library Journal*, and *WLJ* after a year, but *CRL* I keep for five.

Were *CRL* no longer available as part of my ALA dues (maybe I should deduct \$5.00 and send it directly to *CRL*), I doubt if what ALA gives me would any longer be worth it.

Robert S. Taylor
Director of the Library Center
Hampshire College
Amherst, Massachusetts

To the Editor:

Please consider this letter in strong support of your editorial "Can Academic Librarians Afford College & Research Libraries?" My membership in ALA and particularly in the section of ACRL is enhanced exceedingly by this publication. I consider it the most valuable professional publication which I receive.

I sympathize with ALA's effort to reduce

operating costs and keep membership dues from escalating. However, this is not the direction to go in cutting expenses. Personally, I would question joining ALA those years that I am unable to attend the convention if *CRL* ceases publication. This is a strong statement and it is not meant to mean that other activities of ALA are unimportant. It means that academic librarians value *CRL*. I would be extremely unhappy if it ceased publication.

Mrs. Ronald C. Turner
Acting Head Librarian
Whitworth College
Spokane, Washington

To the Editor:

As a recent member of the library profession, I am disturbed to hear that ALA is considering terminating *CRL* and *CRL News*—two journals I consider very worthwhile—in favor of incorporating them into who knows what.

I had to save my pennies to join ALA this year, and I did so only so I could support such publications as yours. If all I receive for my money is some chaotic publication such as *American Libraries*, I will not be a member next year.

John Cosgriff
Chemistry-Biology Librarian
California Institute of Technology
Pasadena

To the Editor:

I was appalled to read that the ALA is considering the abolition of *CRL*. The only consolation I have found in paying the absurdly high ALA dues has been the existence of *CRL*. It is by far and away the most important publication for the academic librarian.

The present "budget stringencies" of ALA are clearly self-generated. It is probably true that all nonprofit organizations of any size and age (including libraries) tend to be run to serve the interests of manage-

ment. This is true to the point of being bizarre in the ALA. There always seems to be money for an increasingly costly secretariat, but never enough for programs of demonstrated utility to the membership. It reminds one of the many poverty programs which have greatly enriched the social science apparatus but have done little indeed for the poor.

I suspect that the vast majority of academic librarians feel as I do and will join in protesting this latest assault on the membership.

Robert F. Munn
Director of Libraries
West Virginia University
Morgantown

To the Editor:

I am astonished and horrified by the COPEs and ALA Publishing Board even contemplating the abolition of divisional newsletters. Better to abolish *American Libraries*! The primary reason I belong to ALA is to receive CRL and RQ. A drain on the ALA—what utter nonsense. I think you make it clear that we are supporting the ALA and not vice versa and I hope that many other angry librarians write you to offer their support and to make it clear to the ALA that it will receive support from its membership only so long as it continues to serve its divisions because it is the divisions which provide the membership with the most directly relevant and useful services and publications. The ALA is obviously suffering from a rash of bureaucracy and the appropriate remedial action should be taken.

(Mrs.) Elizabeth Silvester
Head, Reference Department
McGill University
Montreal, Quebec, Canada

To the Editor:

Every year when I get my renewal notice from the American Library Association, I seriously debate the desirability of paying my dues for the tripe I receive in my issues of *American Libraries*. Upon reflecting for a few moments, I have always decided that I must pay up again because I want to support the College and Research Library section. As far as I am concerned, CRL is the

only publication from ALA with very much relevance to college librarianship.

I would be in favor of college, university, and research library people organizing an association outside the scope of ALA rather than submit to assimilation of our journal into some other publication.

I certainly would not hesitate to drop my membership in ALA should we lose our only effective voice.

Shannon J. Henderson
Associate Librarian
Arkansas Polytechnic College
Russellville

To the Editor:

I must admit I'm always surprised at my own naiveté about the way in which organizations are run. Your editorial in the March CRL astounds me. I have been told many times that the publications of the American Library Association are very expensive to support and are, probably, the major item which continually increases our dues. However, I have always assumed that this meant the publications are supported in addition to the dollar amount indicated on the membership form each year. If you aren't getting my \$5.00 for CRL, why the hell not?

I am, in general, dissatisfied enough with the Association to consider getting out. Cancellation of CRL and other Association publications would probably be the straw that breaks this camel's back. If it does happen, I suggest that you use your present position to try to establish CRL as an independent publication either self-supporting or supported with a base of funds from research libraries and then maintain it as self-supporting after it is underway.

Let me know what, if anything, I can do.

W. David Laird, Jr.
Associate Director for
Technical Services
University of Utah
Salt Lake City

To the Editor:

Your recent article in CRL astounded us at Knox College. It makes one lose faith in our professional organization, ALA, to learn that the money supposedly allocated to our journal is not really going there.

The most important benefit which I re-

ceive from my ALA membership at the present time is the divisional publications. I would seriously consider dropping my membership if these journals were consolidated, especially if they follow the format of *American Libraries*. I have ceased reading that journal; it reminds me of *Colliers* when it "updated" its format shortly before it became defunct. I sincerely hope we can continue publishing CRL.

Louise A. Jencks
Cataloger
Knox College Library
Galesburg, Illinois

To the Editor:

Manifold compliments on your editorial in the March issue of CRL! It is beautifully written and the point well made.

As a member of ACRL, I am responding to your invitation for comment. It would be doing the library profession a great disservice to do away with CRL. Those of us in academic libraries rely on CRL, LRTS, and JOLA for substantive information concerning current issues, projects, and research in our field. *American Libraries*, while interesting and newsy, is far from being the important resource tool that the divisional journals are.

Is it possible, if your editorial arouses enough response, that ALA might restructure the budgeting of publications in order to allow self-support? If this does not happen and divisional publications are abolished, doesn't it seem reasonable to you that dues should be reduced by five dollars?

Susan K. Martin
Systems Librarian
Harvard College Library
Cambridge, Massachusetts

To the Editor:

Keep CRL and CRL News. As a librarian, I rely on them heavily to keep abreast of contemporary developments in academic librarianship.

Your editorial implies that ACRL is subsidizing ALA with \$47,000. I'm in favor of ACRL having the total \$60,000. That is what I understood was happening to the \$5.00 designated in my membership for ACRL.

Consolidation of journals can be cost-effective, but not less costly, if the proper coverage is continued. Otherwise, someone will be neglected.

Bernard C. Rink
Librarian
Northwestern Michigan College
Traverse City

To the Editor:

In reply to your editorial in the March issue of CRL I would like to express my hope that CRL continue as a divisional journal. As director of a college library I find it extremely worthwhile, which is more than I can honestly say for *American Libraries*. What sort of interdivisional publication could so well meet our needs—a combination of LRTS and CRL? I'd prefer to get only CRL and not *American Libraries* if I had the choice.

Ann M. Carper
Director of the Library
Elizabethtown College
Elizabethtown, Pennsylvania

To the Editor:

About a year ago I wrote someone in reply to a request for an expression of opinion to the effect that I felt that ALA had long since failed the academic library and that I would like to see ACRL become a separate organization with its own dues and its own convention. I have been a member of ALA since 1937 but your editorial convinces me that I should find some other organization until I can be a member of ACRL without paying these exorbitant dues to ALA.

I note that ACRL provides about one-third of ALA's membership and I would guess a probably greater percentage of its dues and, in my judgment anyway, gets little in return.

O. M. Hovde
Librarian
Luther College
Decorah, Iowa

To the Editor:

This letter is to express my undivided support for the continuation of CRL and CRL News.

It is absurd that COPES and the Pub-

lishing Board should consider the abolition of divisional publications when they are money makers and also do a tremendous job serving the academic interests.

CRL is a fine publication that has reached new peaks under your able leadership. You should be commended for a job consistently well done.

Peter Spyers-Duran
Director of Libraries
Florida Atlantic University
Boca Raton

To the Editor:

Your editorial in the March issue of CRL emphasized the unfairness of the ALA publishing board in connection with the publishing of CRL.

I feel that CRL and CRL News both should continue to be published. Academic librarians need this forum, especially in view of the fact that most of the ALA publications do not worry about our professional problems and at the ALA meetings academic libraries and librarians are rarely mentioned.

I hope that sooner or later the unhealthy situation [concerning reorganization plans of the Planning Committee and the Board of Directors] that has developed will be changed, and that academic librarians will have an autonomous or independent organization which will properly represent them.

Dr. S. Szilassy
Director of the Library
University of Tampa
Tampa, Florida

To the Editor:

Your editorial in the March 1971 CRL about the possible demise of CRL is shocking! Of all library literature it is the one journal I refer to more than any other when I am looking for facts or experience to back up administrative decisions. It is an indispensable vehicle for communication among academic libraries, and I for one protest loudly even at the thought of its not being continued by ALA.

No better illustration of the value of CRL is the latest (March 1971) issue. Four of the five articles are so cogent to the problems that are on my desk right now. I hope, for goodness sakes (and for the

sake of academic librarianship), that you get an overwhelming response to your editorial. Whereas I have been somewhat neutral on the prospect of ACRL going its own independent way, the proposal to stop publishing CRL would place me solidly in the camp of independence. We simply must keep our journal going!

Ralph H. Hopp
University Librarian
University of Minnesota
Wilson Library, Minneapolis

HAYES AND MASON ON AUTOMATION . . .

August 29, 1967

Dr. Robert M. Hayes, Director
Institute of Library Research
University of California
Los Angeles, California

Dear Bob:

I am much interested in your criteria of evaluating university collections and your numerical application of it to our campus statistics. There are some things about the criteria that I do not completely understand.

1. In your list of Nominal Values the fourth from the bottom indicates "Res. Facility." Does this mean *Research* Facility, and if so, what constitutes a research facility?

2. You state that the criteria are additive, not duplicative, and I am not quite sure what you mean by these two terms.

3. In your list of Nominal Values, you specify both titles and volumes in different categories. Do you have a formula that you apply to the number of titles to convert them to volumes? Would $1.25 \times$ volumes be reasonable? My thinking is prompted by the fact that many universities do not have separate statistics for the number of titles they own, but nearly everyone has an idea of the number of volumes they own.

4. In your application of the criteria to Hofstra you had a large number for Historical Growth. Since this factor is not included in your Nominal Values, I wonder how you compute it. In the kind of evaluation our committee is talking about it will be a sizable factor in computations. I should be glad to have your usually penetrating comments on these points.

Bob Blackburn in his comment on the

EFL draft of the Position paper urged the provision of additional space in the computer complex beyond that which you described for the purpose of housing computer equipment for conversion from one stage to another, and for standby computer equipment. He indicated that librarians who had used computer techniques for some time have been concerned with the need for standby equipment to carry on procedures during down time. I wonder if you have run into this need to date? If to the already high cost of computer equipment we must add additional high costs for standby equipment, it certainly will slow down the rate of application of the computer to library techniques even more than now. I wonder if joint-use, standby equipment is not possible at least within limited areas? I should be happy to have your comments on this problem.

All of us watch with great interest the development of your institute and look with considerable envy at the university system that is wealthy enough to launch you.

Cordially,
 Ellsworth Mason
 Director of Library Services
 Hofstra University
 Hempstead, Long Island
 New York

September 1, 1967

Dear Ellsworth,

Your comments requesting amplification of the criteria I sent to you are all well taken, and each epitomizes at least one of the problems one faces in using such criteria. Let me handle each in turn.

1. "Res. Facility" does indeed stand for *Research Facility* and is intended to cover all administrative entities established for "organized research" (as contrasted with individual faculty research), viz., those "institutes," "laboratories," "centers," etc., established to administer grants and contracts in specific subject areas. There are probably 100 such institutes in the University of California today (the Institute of Government and Public Affairs, the Brain Research Institute, the Institute of Library Research, the Law-Science Research Center, the African Studies Center, etc.). They place an immense burden on library resources. The problem is how to measure it. Alternatives

would be "Number of Grants and Contracts" or "Number of nonfaculty research staff," etc.

2. "Additive, not duplicative" means the following: If I have a doctoral program, I want 12,000 volumes no matter how many students or how many faculty I may have. Thus, if w_i is the number of volumes for factor i , and n_i is the size of academic program for that factor, the total number of volumes would be:

$$N = n_1w_1 + n_2w_2 + \dots + n_kw_k.$$

That is what additive means. Duplicative would mean that there was overlap among criteria and, for example:

$$N = n_1w_1 \text{ or } N = n_2w_2 \text{ or } N = n_kw_k$$

(i.e., the total number of volumes might be expressed as, for example, 100 volumes per student, or 50,000 per doctoral program, etc.)

3. Replace all use of "titles" by "volumes." The version I sent you apparently was copied from an early copy when I had not yet resolved the problem you raise, viz., libraries can't tell how many titles they own. Don't use a conversion of any kind from titles to volumes. Simply replace. The problem of course is more than simply the difficulty in knowing a number; it's one of appropriate measures for different purposes. (Parenthetically, "volumes" is intended to cover *all* bound volumes, including bound serials. I have no present means of accommodating microforms, unbound serials, newspapers, etc.)

4. Historical growth is the result of that apparently innocuous "2 percent per year" annual growth. For some reason people never seem to appreciate the real effect of "exponential growth" (which 2 percent per year represents). First, let me comment as to its purpose and what it is intended to do. Even if a campus were to have a completely stable academic program—no growth in students, in faculty, in number of degrees, etc.—the library would still need to grow simply to keep up with the publications in the fields of *present* academic interest on campus. New bound volumes of the relevant serials must be added; new books in the field are written; old books must be replaced; etc. What is that growth in stable fields? I estimate that, on the average, it's

about 2 percent per year. Second, what is the effect of 2 percent per year? Well, assume you have 100,000 volumes and no growth in academic program. Then presumably only the 2 percent growth would be operative. In ten years, you would add 23,000 volumes and in twenty years, nearly 50,000 volumes. Of course, when this growth rate is *added* to a growth in academic programs, the effects are much greater.

5. Your final comment, relating to Bob Blackburn's suggestion that standby equipment be included in planning is an important one. On the one hand, libraries are *operational* agencies and cannot afford to be brought to a screeching halt because equipment is nonoperative. On the other hand, the economics of equipment in libraries is so marginal anyway that the added burden of nonproductive standby equipment would virtually eliminate it from economic consideration. My answer is a relatively unpopular one, but I am convinced that it is the only viable one. The library system of machine utilization must be designed to include the facility for machine independent operation as a normal part of the day-to-day procedures. In this way, the library can continue functions in pretty much its normal way even if the machinery is down. As far as "joint-use, standby" facilities are concerned, I am very dubious, unless they are also used as an integral part of day-to-day procedures. However, there is always the necessity of identifying compatible installations in use in the near vicinity which are willing to provide "second-shift" time to you. That's a different matter from "joint-use standby," however, at least as I would interpret your meaning.

Sincerely yours,
Bob

December 29, 1967

Dear Bob:

We seem to be at the point of getting an IBM 1790 as a gift, used, but still quite good. I wonder if ownership of a computer changes radically their economics of computerizing library operations.

If it would, the problem of replacement would remain, and I wonder how long is the effective life of such a computer.

Many thanks for any information you may be able to give us.

Sincerely yours,
Ellsworth

January 5, 1968

Dear Ellsworth:

What a pleasure to hear from you! And particularly with the news that you are getting an IBM computer as a gift. (You list IBM 790 with an inked "one" to produce IBM 1790, and I'm not sure what it is, since I don't recognize either number. Is it an IBM 7090?) I assume that you are referring to the *university*, when you say "we," and not the library itself.

Now you have posed two questions.

1. Does the availability of the computer (for free, or effectively so) radically change the economics of computerizing library operations?

2. How soon might the library be faced with the necessity of changing its operation again, if and when the computer is changed?

First, I would suspect that the availability of the computer would have a negligible effect upon the economics of computerization of libraries. There are several reasons for this opinion: (1) The computer costs for library clerical operations are probably small anyway and even reducing them to zero won't have a determining effect. (2) The computer itself usually represents only a part of the operating expense of a computer installation (operating personnel, peripheral equipment, etc., all would constitute continuing costs). (3) The costs for "system development" (i.e., systems analysis and evaluation, programming, conversion, check-out, etc.) represent the overwhelming factor in the library's decision; these are costs incurred independent of whether the equipment itself is free. (4) Another issue in the decision is not an economic one as such, although it has very significant economic consequences—viz., what is the basis for availability of the computer? Remember, the library is an operational agency and must be guaranteed scheduled, ready, and continuing access. (5) Which brings me to the economic implications of the noncomputer issues in computerization. Mechanization of library clerical processes will involve significant

changes in library processes and methods of operation for the library staff itself. Their costs become the dominating economic issue. They are dependent on the fact that the computer is free only to the extent that one may be able to put more of the burden on the computer than one would normally be able to afford.

All of which says that the decision to "computerize library operations" is affected by free computer time only in a negligible way.

Second, the rate of obsolescence of computers is something fascinating to behold, and I am not at all convinced that it is realistic. Each new generation of computers has been more capable and has provided more "computing power for the dollar" than the previous ones (and by orders of magnitude, not just by minor amounts). But it has also created a great number of problems in conversion to the new computer. For those, like the library or the university's administration, with an *operational* use of the computer, the likelihood is that the problems in converting to a new generation of computers are greater than the hypothetical improvement in efficiency would warrant. (Recall that the computer itself represents only a small issue in comparison with other costs.) As a result, for them obsolescence is of minor importance and the possibility of "using a better computer" is less likely to affect the decision to change. Unfortunately, however, in the university the bulk of computer utilization is not operational but ad hoc. For such use, the expansion in capability and computing power per dollar weighs very heavily. Since the ad hoc users are likely to control the decision as to whether to change a computer, I would anticipate a rapid rate of obsolescence.

To say it another way—the effective life of a computer is virtually unlimited (although there will in time be a deterioration in its performance reliability), and therefore computers don't become worn out. And they don't become obsolete very rapidly. But they do become obsolescent, in the sense that something better can replace them. The problem you will be faced with is that you are probably going to be dependent upon someone's else decision as to when the computer needs to be replaced.

I've probably said more than you wanted to hear, but I'll be interested in learning how you proceed.

Sincerely yours,
Bob

January 17, 1968

Dear Bob:

Your letter of January 5 provided a totally complete and concise answer to my inquiry, the likes of which I would be grateful to receive from everyone of whom I ask questions. The machine is an IBM 7090.

Let me place this inquiry: How does the library world begin to move toward standardized programs to computerize library methods that will provide the basic results to anyone willing to accept the program package? Systems development seems to involve tailor-made analysis in minute detail of the progression of methods presently in use in a library, including some improvements, and then programming the computer to perform them.

Supposing we were to forget about interim methods and not care how they were done so long as terminal actions result—that is, a book would reach the shelves with cards-pockets-labels, cards, would end up in the catalog (or entries in a print-out catalog), etc.

If one library would program to achieve these results, why could not any other library with the same computer accept the same program to achieve the same ends, disregarding the middle? The variables in terms of ends are not great, whereas the variations in programs seem to be total. Given this cost relief, I should imagine that computerization of library methods would be possible for many more libraries than now use them.

Sincerely yours,
Ellsworth

January 24, 1968

Dear Ellsworth:

Your letter of 17 January 1968 raises what has been perhaps the most frustrating issue in my work over the past five years, and more. In principle, there seems to be little doubt that a "packaged program" will widely serve the library community. The

frustration for me comes from my own inability to bring it to reality.

Why? There seems to be a number of hurdles to be overcome.

1. *Packaged programs* have only recently become recognized as useful in the computing community itself. There is little glamour in their development, and as a result, most of the really good programmers have concentrated on the development of "programming languages" (such as Fortran, COBOL, and PL/1) and "operating systems" (which manage the computer itself, particularly when it must handle a variety of programs and a number of users).

2. *The Computer Configuration* is an overriding consideration in the actual creation of a packaged program. Therefore, since installations available to individual libraries differ radically, it is not clear that a large number of libraries will really be able to use a packaged program developed for a particular machine configuration.

3. *The Changes in computer configuration* make obsolete any packaged program which has been operational. This effect has been particularly devastating over the last two years, with the change-over from IBM 1401 and 1410 to IBM 360/30 and 360/40 and from IBM 7090 to IBM 360/50. Whereas there were well-proven programs operational on the earlier machines, they suddenly became nearly worthless with the new ones. During the past two years, this effect has been amplified as the 360 installations themselves have undergone a succession of changes—in both hardware and "operating system."

4. *The operating procedures*, as I pointed out in my earlier letter, represent the really significant issue as far as the library itself is concerned. Unfortunately, it is almost impossible to separate the design of the computer program from the design of the library's operating procedures. This is why computer people invoke the magic of "total system design" in which the program and the procedures are tied together. One could conceive of a package which included standardized procedures as well as standardized computer operations, but that's where the rub comes. The effects on the library itself are now the predominant issue. To illustrate: a package for serial control depends upon the procedure for serial

check-in; This differs so radically from library to library that it is virtually impossible to standardize.

5. *There are legitimate differences* among libraries and their operating procedures—size, policies on service, type of institution, etc.—which appear to preclude any standardization of procedure. As a result, one must think in terms of a set of packages, or perhaps a set of "modules," which provide subcapabilities and can be put together in different combinations to form the desired set of packages. But this multiplies the task of development—either by the number of different packages or by the greater work of defining appropriate modules.

6. *The "Not-Invented-Here" Syndrome* seems to be ever present, and minor differences, to which presumably one could adjust, are used as reasons for separate development.

7. *The need for Library Systems Analysis* is present anyway because of the cost considerations in the library, which are much larger than simply those of mechanization. So perhaps the NIH syndrome is not bad, anyway.

Despite all of this, I am personally convinced that packaged programs are the answer, and we are continuing to pursue the analysis of what they should do and of how they should be developed. I look forward to your own reactions.

Sincerely yours,
Bob

MORE ON MASON . . .

To the Editor:

I find Ellsworth Mason's paper, "The Great Gas Bubble Prick't," in the May 1971 issue of *CRL* an unfortunate addition to the library literature.

An analogy became unmistakable to me while reading the paper, namely the picture of a youngster with hands and face smeared with chocolate frosting looking innocently at his mother, pointing to his brother's face at the kitchen window, and saying, "But mommy, he made me do it." I find credibility difficult for Mason's statements that librarians exhibit "command and critical brilliance" in daily library operations and apply "intellect and managerial methods" in li-

brary practice, if I am asked simultaneously to believe that librarians have been "lemmings" with respect to library automation. Though individuals do not behave with 100 percent consistency, the amount of behavioral difference given by Mason suggests that one of the descriptions is closer to the usual pattern with his evidence pointing strongly to the latter.

Mason forgets, in his illustration of the delivery of a Continental automobile that, if the purchaser doesn't know how to drive, mere delivery won't permit the purchaser to use the hardware for transport purposes (unless he has a chauffeur). Continuing the analogy of the automobile, use of it involves greater expense and greater personal and environmental hazards than use of the horse and buggy. It also provides a different mode of transportation. Its wide acceptance appears to suggest that pros and cons have been weighed in favor while, simultaneously, efforts are made to reduce negative aspects of its use.

Though Mason furnishes few specific facts to support his generalizations, knowledge of library automation experience permits me to accept what he has said as phenomena that can and have occurred. However, the appearance of scholarship conveyed by footnotes that are woefully lacking in authoritativeness I find deplorable. I would have expected my students to support the "Truths" from data in the automation literature. Mason sets a poor example, both for students and his peers.

The salutary aspect of Mason's paper is that it enables librarians and library educators to have a better understanding of the knowledge, skills, and managerial capabilities that are needed by members of the profession. If a whipping boy must be found for librarians' dilemmas, he is less likely the computer and more likely the growing desire of librarians to streamline their operations and provide active rather than passive information services. Judgmental errors made in library automation projects are symptomatic growing pains. They can be learned from if analyzed maturely.

Rowena Swanson
Professor
Graduate School of Librarianship
University of Denver
Denver, Colorado

To the Editor:

The most perceptive and entertaining paper that I have had the pleasure of reading in a long time was that of Ellsworth Mason in the May issue of *CRL*. Someone to point out the cost problems of computer use and the pitfalls of automation has long been needed. Let us hope that Mason's warning cause those who have not yet ventured into the computer water to have second thoughts and those who have already been scalded to re-evaluate their costs before they pour more money down the drain.

Richard A. Davis
Assistant Librarian
The John Crerar Library
Chicago, Illinois

To the Editor:

Thank you for the bitter, literate, incisive, derisive, funny, and very, very good article by Ellsworth Mason, "The Great Gas Bubble Prick't," in the May 1971 issue.

Clyde King
James M. Milne Library
State University College
Oneonta, New York

To the Editor:

The Gentleman of Quality is to be commended for his virtuoso performance with the English language. Buried deep within his florid rhetoric there are even little dabs of truth here and there. After all, a fair-minded evaluation of the computer must admit to *some* failures, but let us not confuse wishful thinking with fact.

The effect of our Gentleman's tirade against computers has not been to puncture a bubble; rather, he has built a balloon, filled it with hot air, and gone on a trip of fancy—such a contrast with a related article by Ellsworth Mason in the May 15 issue of the *Library Journal*! That article, titled "Along the Academic Way," is a highly rational, carefully considered statement of several major problems facing academic libraries (automation being only one of these problems). But "The Great Gas Bubble . . ." is an emotional outburst unbecoming to any man, least of all a Gentleman, especially one of Quality.

There are good reasons to question the

automation of a library. After all, what is to be gained by mechanizing an existing process *without examining the underlying assumptions*? For example, if one simply automates a 3x5 card the result is still a 3x5 card. Successful automation is preceded by a rigorous questioning of all assumptions, procedures, and methods. Only then is the path clear to think about automating.

The computer is a tool. As with all tools, a requisite for productive use of the computer is that one fully comprehend what it can do and what it cannot do. A simple tool is limited in its applications and requires scant direction to be effective. A complex tool can be used for a greater number of applications but requires a greater number of directions. The computer, an extremely complex tool, can be applied toward an almost infinite variety of applications because it can be programmed in as many ways. To suggest that the computer should be programmed in advance of manufacture is to miss the point of the computer altogether.

So-called computer failures do occur, but they are by no means universal. Most are human failures: witness the saying "Garbage in, garbage out," or the Programmer's Lament, "The computer always does what I tell it to do—damn it!" The real culprits are the inept programmers hired by the vague employers who can't (or won't) say what they want the computer to do.

The economics of automation is a complex picture. Only rarely can manual and automated processes or their costs be *directly* compared, for very often the magnitude of leverage and range of services are substantially altered. A bona fide cost comparison not only examines the before and after costs (along with before and after services) but *also* the cost and effect of duplicating the automated services (including all of the by-products) by hand. Of course, such comparisons are properly made in advance as well as after the fact.

There is important work to be done in the automation of libraries and information services. One reason that the results have been sometimes disappointing is that we are dealing with words—language. A principal key to future work lies in the field of linguistics. As we improve our understanding of how words work, we can build more

efficient, more effective, and more rapid means of controlling information.

Larry Auld

Head, Technical Services

Oregon State University Library
Corvallis

To the Editor,

When I was told some weeks ago that a comment which questioned the effectiveness of library automation had appeared on the cover of the *Library Journal* I was pleased. The computer has been an essential element of my teaching, writing, research, and other work for nearly twenty-five years, and I have been appalled by the intellectual corruption and the waste of funds that I have seen in ill-conceived and dismally mismanaged automation projects, in a variety of fields; and by the drivel that has been promulgated as so-called computer science. I have felt, however, that reasoned criticism of such matters was regarded as bad form, or perhaps just nonconformist and therefore irrelevant (like criticizing the Vietnam war until a few years ago). "Computerization regardless" was the accepted dogma, and as such could not be assailed simply by reasoned argument.

I was pleased, therefore, to hear that an influential journal had given prominence to a questioning of this dogma by a librarian—Mr. Mason—and even more pleased to hear that he had published an extensive critical article in *College & Research Libraries*. I have read the article several times. I think that many of Mason's specific criticisms of the absurdity of individual projects, the abandon with which they were launched, and the irrationality with which they are being escalated may well be valid. I think that a great service has been done if his article leads to reasoned critical analysis of present projects by more people, and to reasoned analysis of future plans. But allowing the possibility that some or perhaps all of the projects that Mason visited are as bad as his scatological allusions suggest, I am bothered by its overall tone.

It is the recourse to dogma in professional matters that alarms me far more than the dogma's specific content, when I hear unsound computational projects "justified" on the grounds that "computerization is essentially good," just as when I hear unsound elementary math textbooks "justified"

on the grounds that "the child must be taught at the earliest age that sets are the theme that unifies all mathematics."

It would be oversimplistic to blame the ills of professional life on a conformist requirement for administrators to pander to current dogma in order to maintain credibility, or to suggest that this just happens in the U.S.A. today. I think it is a serious problem, however, and the dangers inherent in the party line approach are in no way changed or mitigated when some of the clichés happen to get reversed. I am worried that Mason's article may have just this impact, providing a pseudo axiom "computerization is *inherently* nonbeneficial" to axe and to block work of potential merit as indiscriminately as patent absurdity has been launched and adulated in the past.

There are several questionable points of technical detail in Mason's article that could contribute to such a switch, and I would like therefore to comment on these in my role as a technician, particularly since he advocates the use of reason and decries recourse to dogma.

Mason states that "the computer is not subject to reasonable surveillance at any level of operation." He says this is "a fact" (footnote 5), and explains that it is "inherent in the occult nature of the computer." Since I associate the word "occult" with the supernatural, I was just a little worried that Mason had succumbed to the belief that spindling, folding, and otherwise mutilating IBM cards is discouraged in deference to the laws of sympathetic magic. I do take exception to his remark, however, even with the use of "occult" to mean hidden, concealed, secret, communicated only to the initiated, not apprehensible to the mind, recondite, mysterious, unexplained, etc. The behavior of the computer is deterministic—inexorably, relentlessly, inhumanly deterministic—and it is documented extensively and, at times, quite intelligibly too. I believe the computer can be immensely beneficial, that reasonable surveillance at every level of operation, though often difficult, is possible, that many of the people who work with computers do metaphorically get away with murder, and that they are largely responsible for the myth that Mason is citing as fact. I think that society will really benefit from the computer when administrators assume the necessary control,

as I and others have discussed at various times in the past.* Proclaiming this to be impossible is a profound disservice to those who are trying to raise the standards of computer use and education.

Mason is convinced that "the high costs of computerization make it unfeasible for library operations." He quotes Veaner: "The old idea that an automated system could be operated at a new lower cost than a manual system is dead, indeed." I cannot accept the failure of appallingly expensive efforts to automate some library work as proof that no library work may ever be automated inexpensively and advantageously, since I have seen modest efforts to automate other types of work succeed alongside grandiose disasters. I hope that future proposals for library automation will be reviewed in a way that allows inexpensive studies to be made which note the causes of past fiascos and avoid their repetition. It would be sad if such efforts were blocked by the acceptance of a myth that all computer studies require vast funds, or a myth that automation is inherently and inevitably more costly if not downright disastrous.

Mason believes that computerization "will become increasingly expensive in the future." He states "a computer operation is incapable of becoming stabilized" and speaks of "the agonies, dislocations and setbacks involved" in a change of computer generations, "with no assurance that the same level of result can be achieved." Later he speaks of "the agonies of programming, reprogramming . . . deception by computer experts. . . ." Mason states "computer experts laughed when I suggested economy as a motive for adopting the computer." He states as "absolutely false" the possibility of "economies in future programming by having programs convertible to later generation computers." He says "all the library computerators I questioned agree that transferability of programs is completely un-

* See, for example, the introduction in the author's book *Computer Programming in English* (Harcourt Brace & World, 1969) and his chapter, "Computer Hardware and Software for Librarians," in the *Proceedings of the 1970 Conference on Collaborative Library Systems Development* (to be published by the MIT Press later this year). The supervision of programming, the achievement of *flexibility*, the dangers of overselling new technologies, and many of the problems of computer typesetting that were ignored and which helped get the field a bad name are discussed in the author's book, *Computer Typesetting—Experiments and Prospects* (MIT Press, 1965).

feasible at present and in the future." I disagree categorically with every one of these statements, and I connect them with attitudes toward computing that are particularly rife around some university installations. Over the years I have moved programs from IBM 704 to 709 to 7090 to 7094, from a PDP6 to an RCA Spectra 70-45, back to an IBM 7094 and then to a 360-50; in the last two years I have been running programs in parallel in installations of several different models of IBM 360; I have moved programs back and forth across the Atlantic, and onto XDS and CDC and UNIVAC machines, and even onto some English computers; I have carried on while central processing units were changed and operating systems upgraded; and this has been completely nontraumatic, at least in the commercially operated service bureaux in which the programs have been processed. I wish I could say the same of all the university installations with which I have dealt.

It is possible for a crew of systems programmers to keep an installation in a state of constant upheaval quite unnecessarily, and in particular without the slightest change of hardware or software by the manufacturer. I have seen computer center staff force users out of compatibility with other installations in matters that are completely standard for reasons that seem to range from downright incompetence, to an arrogant desire to exert control over other people's work, to regarding the computer as a toy for their personal amusement and a vehicle for practical jokes that verge on the malicious. A bad workman often blames his tools, and "genius type" programmers in applications groups at times do their bit also to contribute to the agonies that Mason describes.

Mason confuses sharing a computer (I share the local public library with other readers) with time-sharing (but we do not try reading the same book concurrently). The cost of on-line consoles is quite irrelevant to the cost reduction of batch processed work on a powerful computer that other people use for batch processing as well. As regards Mason's comments on rising personnel costs, it is true that programmers are included in the present upward drift of salaries, and it is true that a

powerful machine requires a lot of work to justify its presence, and in consequence a large number of user personnel may be running jobs on it. It is the programming effort per application, however, that should be considered, and the ease of writing and debugging programs has been increased considerably by recent hardware and software developments which have permitted a considerable increase in the cost effectiveness of the time of applications programmers.

Mason refers to the Emperor's New Clothes at the end of his article. I tell my students every semester to bear it in mind whatever the cloth is supposed to be. The plot of the Alchemist has been replayed quite a few times on the computational scene, too, and category J in Stith Thompson's classification of folktale motifs (from "Absurd disregard of facts" to "The easy problem made hard") includes prototypes of several computer situations that Mason mentions, and more beside. But they could apply to unreasoned indiscriminate axing also.

I think that Mason may have been a little harsh on university administrators and the computer industry. Perhaps I am somewhat naive, but I think that the wish "to do good" plays a major role in many administrative decisions by people who may be pressured and given misinformation. As far as the pressuring itself is concerned, the age of the grey flannel suit in the ivory tower may be on the wane, but the salesmen employed by the manufacturers would have been for nought without the husksters on the faculty. Using a computer may dramatize the cost of charlatanism, but is not a prerequisite. To what extent are situations Mason describes so eloquently being recast now with other "new technologies" as backdrops, and for that matter has professional and public life been free of faddism hitherto?

Mason's article will doubtless bring library automation under wider scrutiny, and may bring wider recognition to the projects that deserve it, as well as a curtailment of same causes of waste.

*Dr. Michael P. Barnett
Director of Research and Development
The H. W. Wilson Company
Bronx, New York*

Recent Publications

BOOK REVIEWS

Library Lighting. Keyes D. Metcalf. Washington, D.C.: Association of Research Libraries, 1970. 99p. \$2.00.

ARL's difficulty in this project was in working with librarians, since there are not more than three or four who have an intelligent comprehension of lighting, and none of them sat on Keyes Metcalf's advisory committee. The result is the calling to the bar for questioning a group of architects, engineers, and planning consultants, half of whom habitually perpetuate bad lighting on their clients. While the current fashion is to hail the preeminent importance of quality in lighting, a large part of this group either do not believe what they say, or (more likely) do not know what quality is or how to attain it in illumination.

No one in librarianship has searched longer or more assiduously for answers to good lighting than Keyes Metcalf, and ultimately, no one is more baffled by the whole question. There is a kind of quiet desperation in the methodology of this study, which poses questions to fifty-two architects, engineers, planning consultants, interior designers, physicists, physicians, psychologists, fiscal officers, plant maintenance officers, and research scholars, as if in hope that a dragnet thrown out to sweep in all possible information would make a definitive statement emerge. Once the answers were gathered, no one knew what to do with them, so a man disassociated with the project was asked to edit them. The questions, answers, and Keyes' comments on them form the bulk of this study. This procedure has resulted in the same four-line text confronting itself as two different answers on opposing pages 44 and 45, and a total answer preserved for posterity which reads, "Perhaps."

The questions posed the consultants are too multiple, asking too many different and unrelated things in the same breath, and

are not skillfully worded to elicit clear, pinpointed answers. The answers, which range far beyond the repliers' expertise, contain sheerly ignorant and appalling misinformation (not edited out), and the comments are summaries rather than demanding critical analyses. In this kind of a forum it is impossible just to stand aside and let everything go; all must be weighed, and a great part of the responses should not have been printed. This leaves us with a great deal of very bad advice about lighting undifferentiated from the valid information that is presented.

Keyes' introduction, conclusions, and recommendations contain some useful information, especially about lighting costs, a subject on which he is preeminent. His long-held position in favor of low intensity, which was mitigated in his book on academic library planning, is back in the guise of advocating variations in intensity for the library building. If we have high intensity for defective vision and library work areas, 70-80 percent of the reading areas can stay at 30-35 footcandles, which to me means "back to the cave."

Some valid points emerge throughout the study that are worth emphasizing. (1) It is important to build mock-ups. (2) The high intensities urged by power companies are sheer fraud. (3) Polarized light is primarily useful when paper is flat, not the characteristic position of material being read. (4) Few electrical engineers have sufficient knowledge of performance criteria. (5) The program should state lighting requirements for each area in terms of intensity, quality, and atmosphere desired.

Useful comments on the deteriorating effects of light on materials by a museum conservationist are on p.36-37, and there is a good bibliography, but, on the whole, this is an extremely confusing study for anyone without an outstanding knowledge of lighting.—*Ellsworth Mason, Hofstra University.*

Librarianship and Literature: Essays in Honour of Jack Pafford. A. T. Milne, ed. University of London: The Athelone Press, 1970. viii, 141p.

Festschriften present peculiar problems to those who are asked to contribute to them. If their contributions are major essays on important issues, they are worth publishing in a form which is widely distributed (such as a periodical); if they are not of wide interest, the question arises whether they should be published at all. Festschriften can easily be cemeteries of lesser monuments—minor contributions on important issues or admirable essays on unimportant topics.

It is not unkind to the persons who contributed to this collection, in honor of Jack Pafford (whose main library service was as sublibrarian at the National Central Library and later as Goldsmiths' librarian in the University of London) to suggest that their essays are mainly readable background material. Three of them go rather beyond this, in serving as very useful historical summaries of major elements in the British library system.

Sir Frank Francis, recently director and principal librarian at the British Museum, reflects on the British Museum Library from the mid-twenties to date. His reminiscences largely center around the buildings and around the catalog, from the abortive attempt to produce a totally revised catalog, which managed to cover only three or four letters of the alphabet after several years, to the photographic reproduction of the catalog which was completed in seven years. Since these are the aspects of the library which most affect the public, this emphasis is reasonable, but one might have hoped for some discussion of the problems of administering a very complex and growing institution, and of acquisitions policy. The problem of buildings has now reached a happy solution in the firm decision to go ahead with a building to house both the British Museum Library and the National Reference Library of Science and Invention on the Bloomsbury site, though it will be some years before the actual buildings are ready.

S. P. L. Filon's study of "Library Cooperation in Great Britain" is less personal

and summarizes in a very useful form the history of interlending mainly insofar as the National Central Library was concerned with it. The constant wavering between building up a central collection in the National Central Library and depending mainly or entirely on the resources of public and other libraries, can be seen clearly as the crucial flaw in planning a lending library system for the country until recently. Even now the question is far from resolved, and although there must obviously be limits to the growth of central collections—they simply cannot meet all demands—major policy decisions remain to be made on the question. Is the pattern established by the National Lending Library for Science and Technology to be followed, of a comprehensive central collection, or the pattern favored by the National Central Library, of union catalogs leading to the resources of individual libraries?

"The Development of British University Libraries" by H. W. Scott is an even more rapid and condensed survey of a broad area, and nonetheless useful for that. (I hope it is the temptation to speak well of all things in festschriften that is responsible for his inclusion among "splendid new libraries" those of Newcastle, Reading, and Sheffield.) As with Sir Frank Francis' paper on the British Museum, one does not really get a picture of the problems and opportunities brought about by the huge increase in the scale of operations in libraries over the past thirty or forty years. It is particularly disappointing that Scott stops short at subject specialization, which he considers the fourth and most recent major development of the twentieth century. The advent of computers, the development of management techniques, the introduction of nonbook materials, and the growth of information services are all, actually or potentially, of far greater significance than subject specialization, which may be only a minor superimposition on an old-fashioned structure.

American library schools will be interested to compare notes with Raymond Irwin, who writes on "The Education of a Librarian." Most of his discussion will be almost unintelligible to those who are not familiar with the British tradition and background

in library education. Indeed, his emphasis on "bibliography" (in however broad a sense) as the heart of the course at the University College School of Library, Archive and Information Studies will seem old-fashioned even to many British librarians nowadays.

Three papers are concerned with other aspects of Pafford's various interests. Professor Arthur Brown's "The Growth of Literary Societies" is a fascinating account of these curious institutions, most of them founded in the eighteenth or nineteenth century. "The Editor and the Literary Text: Requirements and Opportunities" is an opportunity for Howard Brooks to write about a subject where Jack Pafford made notable contributions; indeed, a look at the list of publications which constitutes the ninth contribution to this anthology shows that a great many of his published articles are concerned with textual criticism. Lastly, Professor Wilmot writes about a thirteenth-century illuminated manuscript which Jack Pafford acquired for the University of London Library.

Pafford is an excellent example of the librarian-cum-humanistic scholar. It is doubtful if bibliographies of librarians in the future will resemble that of Jack Pafford at all. His writings are tributes to the range of his mind, and this collection of essays is a not unworthy tribute also. It is a pity that the book should be marred by a number of irritating misprints and some mistakes. The most glaring misprint, which could well be misleading to American readers, is on page 14, where "the National Science Reference Library and the National Lending Library for Science and Invention" are mentioned; this should of course read "the National Reference Library of Science and Invention and the National Lending Library for Science and Technology."—*Maurice B. Line, University of Bath.*

User-Requirements in Identifying Desired Works in a Large Library. Ben-Ami Lipetz. New Haven: Yale University Library, 1970.

In light of all that has been said for so many years about the needs of the user as a key element in cataloging, it seems strange that it is only now that we have a

careful and reliable, large-scale study of how the patrons of an academic library use the card catalog. This study of the use of the main card catalog of Yale University over a year's period of time is outstanding in terms of the care and detail which went into its planning and implementation and into the analysis of the data involved.

Its main purpose was to examine "the question of how to design a computerized catalog for a very large library that can be expected to give the best possible performance." A second objective was to see "whether, and, if so, how, existing card catalogs in very large libraries may be made more responsive to user requirements." Can a study of this kind be of primary value in planning computerized tools without being substantially supplemented by other kinds of studies of user needs? "One cannot create an ideal tool of any sort on a rational basis . . . without knowing a good deal about the purposes for which the tool is to be used, and about the manner in which the users interact with the tool. In the literature on libraries, there is a dearth of reliable information on the utilization of catalogs." So we have created card catalogs on a less than rational basis and have foisted upon the user a complex tool which must have by now materially affected the ways in which he attempts to define his needs. If we now ask him how he satisfied information needs by the use of the card catalog, we are only asking him how he has adapted his needs to the tools we have made available to him. This may be analogous to planning new transportation systems by conducting an automobile traffic survey.

For the possible improvement of existing catalogs, the thirty major findings of this study are of unquestioned value. Those that may be briefly summarized here include: (1) 73 percent of the searches were for a known document (26 percent for a document that the user is already familiar with), 16 percent are subject searches, 6 percent author searches, and 5 percent bibliographic searches; (2) many users look for known documents as an indirect way of conducting a subject search so that in total 56 percent of the searches were for a known document and 33 percent were sub-

ject searches; (3) 84 percent of the searches were successful, with author and subject searches being equally successful in that the desired items were identified in the catalog; (4) of the sixteen searches in 100 that were not successful, ten failed because the document was not listed in the catalog (one fifth of those were added to the catalog between the time of the user's search and the project follow-up search), five were for documents which were listed in the catalog and could have been located with the clues available to the user, and one failed because the user had inadequate clues; and (5) users can locate material despite incomplete information or misspelled words, and can do so better than either of two computer algorithms tested.

The most intriguing aspect of this report is the comment that "the interpretation of these results can vary greatly, depending on whether a librarian is more interested in expanding service or in conserving money and labor." The only real conclusions that Lipetz draws are that arranging the cards within a subject heading by date may be helpful; that more title-like entries would seem to be of value; that more should be done to acquire material promptly and in anticipation of need and to notify users of books that are on order or on hand but not yet cataloged; and that strong consideration should be given to improved user orientation and user assistance.

It will be of most interest to see how the Yale University Library finally interprets these results and what impact, if any, this study has on the existing card catalog at Yale and on the planning for a computerized catalog.—Norman D. Stevens, *University of Connecticut*.

The American College and American Culture. Socialization as a Function of Higher Education. Oscar Handlin and Mary F. Handlin. New York: McGraw-Hill, 1970. 104p.

This essay, written for the Carnegie Commission on Higher Education, "aims to clarify the history of the role of socialization as a factor in the development of the college." This promise to add to the disciplined knowledge of the relationship of a particular institution to a specific societal function is an objective of great importance.

A successful study of this sort would make a valuable contribution not only in its substantive conclusions but also in its usefulness as a model for similar investigations.

The difficulties of the problem demand great capacity for its solution, and the authors bring good credentials to their task. Handlin, director of the Charles Warren Center for Studies in American History at Harvard University, has long experience and a high reputation; his wife has frequently worked with him on his research. The importance of the problem and the high aspirations of the authors promise a great deal.

The result is an interesting and well-written summary of the development of higher education as part of American life. Judged in terms of the goals set for it, however, it does not succeed. The failure was made inevitable by the Handlins' decision not to define socialization exactly. They simply describe it as a "nonreligious, nonvocational function . . . connected with the desire to adjust the individual to the society." If by socialization, the Handlins do not mean to include promotion of religion, preparation for an occupation, profit to the larger society, or advancement of the graduate in society or career, the reader is left to wonder just what they do mean, especially since much of the discussion concerns these very matters.

If the study is not to be judged in terms of its stated goal, the reader must turn to the canons of historical investigation, to the nature of the evidence presented, and to his own perceptions of the subject as compared with the work in hand. The Handlins cite their sources in clumps, paragraph by paragraph. The reader is often unsure which assertions—and even quotations—are based on what sources. In a single paragraph, a number of quotations may appear without clear indication that their sources are separated by fifty years or more. Only the encyclopedic specialist could judge authoritatively what proportion of the evidence the Handlins have gathered is relevant or whether their conclusions are valid, but even a reader with a nodding acquaintance with particular aspects of American educational history will find troubling omissions and will be likely to question some of the detailed assertions and some of the broad

characterizations. It is difficult to understand, for example, the failure to refer to the insightful account of Yale College between 1845 and 1899 written by the younger Timothy Dwight following his long association with the college as student, professor, and president, particularly since works by his immediate predecessor and his immediate successor are cited. Lyman H. Bagg's reminiscences of student days are used as evidence for the period after 1870 (when his book was published) rather than for the earlier period when he was a student. Perhaps no distortion of fact is involved, but the anachronism leads to troubling doubts.

As for the major conclusions, the broadest of them are indicated by the titles of the four periods into which the Handlins divide their account: Colonial Seminaries, 1636-1770; Republican Culture, 1770-1870; The Custodians of Culture, 1870-1930; The Discipline of Scholarship, 1930-1960. To consider only one of these periods, it is surprising to see the sixty years following 1870 treated as though liberal education for its own sake was the dominant principle guiding the colleges at the time when the classical curriculum was being displaced by an elective system which permitted the introduction of practical courses that could serve the burgeoning industrial and agricultural economy, especially in the new land-grant colleges. Questions such as this one are so general that arguments can be mounted on both sides, but some of the specific assertions are likely to be considered shaky by most readers. Even for the period before 1930, it seems very doubtful that "publish or perish" was only a "myth" that never damaged good teaching or that there was no question of women's "competence to perform the required academic tasks."

It is perhaps a tribute to the study that one finds in it matters to quarrel with. The essay is competent and worthy of attention even if it does not fulfill the authors' exacting specifications for it.—W. L. Williamson, *University of Wisconsin*.

Medical Library Association, *Handbook of Medical Library Practice*, 3d ed. Gertrude L. Annan and Jacqueline W. Fal-

ter, eds. Chicago: MLA, 1970. 411p. \$15.00.

This third edition of the *Handbook of Medical Library Practice* is a required reference volume for collections serving library schools, for medical and scientific research libraries of any size, and for medical libraries with holdings of over 25,000 volumes. It is recommended for individual medical librarians practicing the art provided they have the requisite background in formal learning or experience. The book is not a procedures manual.

The *Handbook* is a manual, as the editors state in their preface. It is a sophisticated and comprehensive work which, in spite of editorial comment to the contrary, succeeds also in presenting the state of the art. This thoroughly professional presentation emphasizes the qualities in librarianship which rank it as a profession, and succeeds in justifying the unique elements which continue to raise a besetting question of faculty status in academic circles today. Chapter Nine: "Rare Books, Archives, and the History of Medicine" succeeds most directly in this, unquestionably because the area treated is a library in microcosm. This chapter is a masterpiece in organization, comprehensiveness, and clarity of language. Cavanaugh acknowledges his use of material from Annan's chapter on the subject in the second edition in preparing his longer and more comprehensive essay; we are in their debt.

Quality control was exercised in the production of this third edition and the effect is readily apparent. Authors of chapters, or more precisely, essays, read the work of all contributors; other experts were consulted as readers in their special fields, and an editorial board exercised review. There is uniform excellence in the writing and intellectually stimulating reference between chapters. Most chapters are outstanding separate essays on a particular topic, yet there is a refreshing unity of the whole. The product is one that will serve a useful purpose for some time to come. References at the end of each chapter are generous and well selected; they offer a starting point for literature searches serving research or operations in virtually every phase of library activity.

The editorial organization is straightforward.

ward and logical in sequence. The first three chapters present an overview of the field, the skills required of persons, and the role of the administrator. A full third of the book deals with technical processing and direct readers' services. New techniques (automation), new materials (audiovisuals), and building planning are discussed and their interlocking relationships to the earlier chapters drawn. The final chapters treat of the interface with the National Library of Medicine, with the public at large, and with professional associations. *Medical Reference Works, 1679-1966: a selected bibliography, 1967, and Supplement I, 1970*, Chicago, Medical Library Association, complement the *Handbook* and will be essential at least for institutional purchasers. In earlier editions, this material appeared as a chapter in the *Handbook*.

The editors and sponsors of this major contribution to the library literature are to be congratulated on a job well done.—James W. Barry, Rutgers—The State University.

Management Personnel in Libraries: A Theoretical Model for Analysis. Kenneth H. Plate. Rockaway, N.J.: American Faculty Press, 1970. 100p.

This study is based upon a carefully constructed, written questionnaire followed by structured interviews with eighty-nine persons holding middle management positions in fifteen libraries. All libraries were Association of Research Libraries members and located in the Northeastern part of the country. Middle managers, as defined by Professor Plate's study, occupy "positions involving direct supervision of four or more professional librarians, excluding directors, associate directors, and assistant directors." Aside from the direct results of the project, a collateral purpose of the project was to develop techniques for other studies which might involve other kinds of personnel explorations and/or larger samplings of library personnel.

The purpose of the study was to define a composite professional personality profile of librarians in supervisory positions, not only to determine their own characteristics, but their attitudes toward library directors and their influence in affecting professional attitudes of personnel under their supervi-

sion. The profiles include such factors as institutional loyalty as contrasted to larger professional loyalty, attitudes toward "controversial" questions within the library, attitudes toward the library director as well as supervisees, job satisfaction, and professional development of the staff supervised.

Plate's book derives from his doctoral dissertation and was supported by a grant from the U.S. Office of Education. It carries an introduction by Dr. Robert Presthus. While the composite profiles of the eighty-nine middle managers are interesting, they are not in any way surprising. Like too many doctoral dissertations in library science Plate's study perhaps only proves the obvious. The scope and size of this slender volume raise a question as to whether or not it deserved publication as a monograph.—Kenneth R. Shaffer, Simmons College.

The Joseph Jacobs Directory of the Jewish Press in America. New York: The Joseph Jacobs Organization, 1970. 140p. \$10.00.

A typical entry in this directory of the Jewish press includes address, frequency, circulation figures, date of establishment, and names of staff. It also describes the readership, the editorial emphasis, deadlines, the "size and mechanical requirements," advertising rates, and special issues. In short, the directory is commercially oriented, aimed at those who might want to reach the "prime" Jewish market: "a market of above average income, above average education, a market that is brand and quality conscious." Indeed, two introductory sections are "Top Jewish Markets," a tabulation of major cities and their Jewish population, and "Reaching the Jewish Market," an essay in "ethnic marketing."

How good is the coverage? Seventy-two "metropolitan and regional" publications are listed in an arrangement by state, twenty-nine "national" publications are in an alphabetical sequence, and ten Canadian titles are arranged by province. There are separate title indexes for the United States and Canada. By comparison, the list of Jewish periodicals in Volume 71 of the *American Jewish Yearbook, 1970 (AJYB)* has over 190 titles for the United States and twenty titles for Canada, not counting the many smaller publications listed under

"National Jewish Organizations." Since I counted nineteen titles in the book under review that were not in the AJYB list, there are over 115 titles in AJYB not in *The Jewish Press in America*. The AJYB list includes title, address, date of establishment, principal editor, frequency, and issuing organization, when applicable. The sixth edition of Josef Fraenkel's *The Jewish Press of the World* (London: Cultural Department, World Jewish Congress, 1967; \$1.25) has 245 titles for the United States and twenty-one for Canada; this gives information about editors and principal contributors, circulation statistics, political affiliation, and year of founding, in addition to title and address. While neither AJYB nor *Fraenkel* can serve advertisers easily, either is good for most library use and much more comprehensive than *The Jewish Press in America*.

The criteria for inclusion and the degree of comprehensiveness are not mentioned. Almost all quarterlies and all titles of lesser frequency are omitted. Many scholarly, cultural, and political periodicals that are directed at small, special readerships are not included, thus ignoring many important titles. In fairness, it can be noted that the omitted titles are largely without advertising and in general would be of little interest to those seeking the wide Jewish "market."

While this small paperback might be valuable to the advertising community, the price seems high for reports on 111 titles seemingly based on answers to a questionnaire. The two-page "History of the Jewish Press in America" and nine-page "Yiddish-English Dictionary" are quite journalistic and add little to the value.—Herbert C. Zafren, *Hebrew Union College*.

OTHER BOOKS OF INTEREST TO ACADEMIC LIBRARIANS

American Book Publishing Record: Annual Cumulative 1970. New York: R. R. Bowker Co., 1971. 1727p. \$35.00. (66-19741). (ISBN 0-8352-0469-3).

An Introductory Bibliography of Black Study Resources in the Eastern New Mexico University Library. Portales,

N.M.: University Library, Eastern New Mexico University, 1970. 69p.

Annual Report of the Librarian of Congress for the Fiscal Year Ending June 30, 1970. Washington, D.C.: Library of Congress, 1971. 169p. (6-6273).

Bogdanor, V. B. *A Bibliography for Students of Politics*. New York: Oxford University Press, 1971. 113p. \$2.50.

Book Development in the Service of Education: Report by the UNESCO Secretariat. New York: UNESCO Publications Center, 1971. 26p. free. (71-04459).

Books for Children: Preschool through Junior High School, 1969-1970. Chicago: American Library Association, 1971. 127p. \$3.50. (66-29507). (ISBN 0-8389-0099-2).

Bowles, Frank and DeCosta, Frank A. *Between Two Worlds: A Profile of Negro Higher Education*. New York: McGraw-Hill, 1971. 326p. \$7.95. (70-141304). (123456789MAMM987654321). (07-010024-1).

Chapin, Ned. *Flowcharts*. Princeton: Auerbach Publishers, 1971. 179p. (13-147199). (ISBN 0-87769-061-8).

Cheney, Frances Neel. *Fundamental Reference Sources*. Chicago: American Library Association, 1971. 318p. \$8.50. (73-151051). (ISBN 0-8389-0081-X).

Davis, Gordon B. *Introduction to Electronic Computers*. 2d ed. New York: McGraw-Hill Book Co., 1971. 683p. \$12.50. (79-154226). (07-015821-5).

Dickinson, A. T., Jr. *American Historical Fiction*. 3d ed. Metuchen, N.J.: Scarecrow Press, Inc., 1971. 380p. \$10.00. (78-146503). (ISBN 0-8108-0370-4).

Fletcher, John, ed. *The Use of Economics Literature*. Hamden, Conn.: The Shoe String Press, Inc., 1971. 310p. \$12.50. (ISBN 0-208-01206-0).

Goode, Stephen H., comp. *Index to Commonwealth Little Magazines, 1968-1969*. Troy, N.Y.: The Whitston Publishing Company, Inc., 1970. 350p. \$10.50. (66-28796).

Haro, Robert P. *Latin Americana Research in the United States and Canada: A Guide and Directory*. Chicago: American Library Association, 1971. 111p. (72-138653). (ISBN 0-8389-0093-3).

Heard, J. Norman and Hoover, Jimmie H.

- Bookman's Guide to Americana*. 6th ed. Metuchen, N.J.: Scarecrow Press, Inc., 1971. 368p. \$10.00. (73-149997). (ISBN 0-8108-0397-6).
- Hughes, Marija. *Supplement Number One: The Sexual Barrier: Legal and Economic Aspects of Employment*, 1971. Available from Marija M. Hughes, 2422 Fox Plaza, San Francisco, Calif. 94102. \$3.00. 33p. *Library Journal Book Review* 1970. New York: R. R. Bowker Co., 1971. 854p. \$18.95. (68-59515). (ISBN 0-8352-0470-7).
- Lott, Richard W. *Basic Data Processing*. 2d ed. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1971. 290p. \$8.95. (79-151512). (13-058867-9).
- McCabe, James Patrick, O. S. F. S. *Critical Guide to Catholic Reference Books* (Research Studies in Library Science, no.2). Littleton, Colo.: Libraries Unlimited, Inc., 1971. 287p. \$11.50. (78-144202). (87287-019-7).
- Maizell, Robert E., Smith, Julian F., and Singer, T. E. R. *Abstracting Scientific and Technical Literature: An Introductory Guide and Text for Scientists, Abstractors, and Management*. New York: John Wiley and Sons, Inc., 1971. 297p. \$14.50. (78-141200). (ISBN 0-471-56530-X).
- Medsker, Leland L. and Tillery, Dale. *Breaking the Access Barriers: A Profile of Two-Year Colleges*. New York: McGraw-Hill Book Company, 1971. 183p. \$5.95. (74-141305). (123456789MAM-M7987654321). (07-010023-3).
- Nicholson, Joyce, ed. *Australian Books in Print 1971 (Including Bookbuyers' Reference Book)*. Melbourne, Australia: D. W. Thorpe Pty., Ltd., 1971. 260p. \$15.00.
- Palmer, David C. *Planning for a Nationwide System of Library Statistics*. Washington, D.C.: U.S. Government Printing Office, 1970. (Supt. of Documents Catalog no. HE 5.215:15070). 117p.
- Perry, Margaret. *A Bio-Bibliography of Countee P. Cullen, 1903-1946*. Westport, Conn.: Greenwood Publishing Corporation, 1971. 134p. (75-105995). (ISBN 8371-3325-4).
- Rockwell, Willard F., Jr. *The Twelve Hats of a Company President*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1971. 244p. (77-128084). (ISBN 0-13-934166-8).
- Stanis, Ellen J. *Index to Short Biographies: For Elementary and Junior High Grades*. Metuchen, N.J.: Scarecrow Press, Inc., 1971. 348p. \$7.50. (70-149996). (ISBN 0-8108-0385-2).
- Sypert, Mary. *An Evaluation of the Colorado Statewide Reference Network*. Denver: Mary Sypert, Center for Communication and Information Research, Graduate School of Librarianship, University of Denver, Boulder, Colo., 1971. 241p. \$4.00.
- Taylor, Clara Mae and Riddle, Katharine P. *An Annotated Bibliography of Nutrition Education: Materials, Resource Personnel, and Agencies*. New York: Teachers College Press, Columbia University, 1971. 192p. \$3.25. (71-132937).
- Thompson, Lawrence S. *The Southern Black, Slave and Free*. Troy, N.Y.: The Whitston Publishing Company, 1970. 576p. \$13.50. (74-97478).
- Willing's British Press Guide*, 1971 edition. London: James Willing, Ltd., 1971. 640p. \$12.95.
- Wynar, Bohdan S. *Library Acquisitions, A Classified Bibliographic Guide to the Literature and Reference Tools*. 2d ed. Littleton, Colo.: Libraries Unlimited, Inc., 1971. 239p. \$9.50. (77-165064). (ISBN 87287-035-9).

ABSTRACTS

The following abstracts are based on those prepared by the Clearinghouse for Library and Information Sciences of the Educational Resources Information Center (ERIC/CLIS), American Society for Information Science, 1140 Connecticut Ave., N.W., Suite 804, Washington, DC 20036.

Documents with an ED number may be ordered in either microfiche (MF) or hard copy (HC) from ERIC Document Reproduction Service, LEASCO Information Products, Inc., 4827 Rugby Ave., Bethesda, MD 20014. Orders must include ED number and specification of format desired. A \$0.50 handling charge will be added to all orders. Payment must accompany orders totaling less than \$10.00. Orders from states with sales tax laws must include payment of the appropriate tax or include tax exemption certificates.

Documents available from the National Technical Information Service, Springfield, VA 22151 have NTIS number and price following the citation.

The New England Deposit Library and the Hampshire Interlibrary Center. A Survey of Two Storage Libraries Performed for the University Libraries of British Columbia. By Basil Stuart-Stubbs. British Columbia University, Vancouver, Library. 1970. 31p. (ED 046 478, MF—\$0.65 HC—\$3.29)

The New England Deposit Library (NEDL) is a storage library in which the participants rent space; revenue from rents supports the operation of the library, and varies according to the space held on behalf of each participant, whether occupied or not. NEDL does not own its collections, but merely stores them—there is no common use. The Hampshire Interlibrary Center (HILC) is a jointly owned library of research material, supplementing the resources of the individual participants. Each participant pays an equal share of the operating budget. HILC owns its collections, which are loaned to the participants. The operation, facilities, costs, and services of each of these libraries are explored in order to determine which features might be suitable for British Columbia where, within a decade, the three university libraries will have grown beyond the capacity of present and projected library buildings. It is unlikely that microform or computer technology will soon provide an economic alternative to physical volumes as a means of storing knowledge.

An Assessment of a Post-Masters Internship in Biomedical Librarianship. By Vern M. Pings and Gwendolyn S. Cruzat. Wayne State University, Detroit, Library and Biomedical Information Center, December 1970. 47p. (ED 046 426, MF—\$0.65 HC—\$3.29)

This paper attempts to assess the post-master's training program given at Wayne State University Medical Library between 1967–1970. Probabilistic conclusions suggest certain educational activities be undertaken: (1) There is no justification to create a postmasters program to teach basic library techniques and library schools must incorporate skill development within the curriculum or on-the-job training will have to be continued; (2) two justifications for internship programs require establishment of programs either to teach students the operations of large library systems with an expectation of employment, or to teach students the application of theoretical knowledge in a working environment aimed toward a speciality; (3) management and planning tasks for libraries cannot be adequately taught in a one-year postmasters educational program; and (4) the distinctive feature of medical librarianship is its environment, and the librarian must comprehend how biomedical information is generated and used and should attend conferences and seminars to gain this knowledge. The report concludes that all "experi-

mental" education undertaken in the program, including skill development, planning, management and investigative work, should rightly be started in library schools. An addendum covers proposed educational objectives of the program.

A Review of the Availability of Primary Scientific and Technical Documents Within the United States, Volume I.

By James L. Wood. Chemical Abstracts Service, Columbus, Ohio, 31 October 1969. 12p. (ED 046 437, MF—\$0.65 HC—\$3.29)

Volume I of this three-volume final report contains a summary of the objectives and results of a study conducted by Chemical Abstracts Service (CAS), a Division of the American Chemical Society (ACS), to determine the availability of the scientific and technical primary literature which the user identifies through the use of secondary services such as *Chemical Abstracts*. The secondary services are not intended to substitute for the primary literature but to aid the individual by analyzing the literature and creating abstracts and indexes. Once a user has identified through the secondary service the primary literature in which he is interested, he can turn to the library for access to that literature. The purpose of the study was to determine the availability of this literature from the user's local libraries or from other libraries via the interlibrary loan system. Recommendations drawn from the study are: (1) Scientific and technical serials are not widely enough available to users in the U.S.; (2) borrowing of such documents through interlibrary loan is both uncertain and time-consuming; (3) specialized document collections are needed as backup resources for the library community; and (4) the results of this study are generally applicable across the full range of science and technology. Volume II (LI 002 455) presents background detail and Volume III (LI 002 456) contains the bibliography and appendixes for the study.

Use, Mis-Use, and Non-Use of Academic Libraries; Proceedings of the New York Library Association—College and University Libraries Section Spring Conference Held at Jefferson

Community College, Watertown, May 1, 2, 1970. New York Library Association, Woodside, New York. College and University Libraries Section. 1970. No price given. (ED 046 419)

The eleven conference papers emphasize the need for research into the "why" and the "who" of the library nonuser. Attitudes and environmental factors contributing to nonuse are: (1) Lack of student motivation by precollege experience with libraries; (2) failure of instructors to utilize the library except as a reserve collection; (3) failure of librarians to respond to the kinds of needs that exist; and (4) lack of understanding by librarians that, to nonusers, a library is a complex organization and frequently a frustrating system to use. Effective means of increasing library use include: (1) A better understanding of the information-seeking habits and needs of users; (2) the librarians should spend more time outside the library interacting in student-faculty affairs; (3) the role of the library should touch all facets of the academic community; (4) the development of problem-oriented library training that uses audiovisual media; (5) the training of student reference advisers to interact with students; and (6) the orientation of the library to the users thus increasing the probability that the library dynamic processes (question-asking, information-seeking, communication, display, and serendipitous discovery) will be successful within the context of the learning process.

Exploratory Investigation of Information Needs of Individuals and Institutions.

By John A. Whittenburg and Gail L. Baker. American Psychological Association, Washington, D.C., Office of Communication Management and Development. November 1970. 23p. (ED 046 408, MF—\$0.25; also available from National Information System for Psychology, American Psychological Association, 1200 Seventeenth Street, N.W., Washington, DC 20036.)

Two questionnaires were sent to individual and institutional subscribers to the American Psychological Association's Experimental Publication System (EPS) to investigate types of manuscripts and

lengths of information units needed to support different job-related tasks. Basic findings from the questionnaire sent to individuals were that review or summary articles were most frequently judged useful, while theoretical articles were judged least useful. Also, almost all of the respondents selected abstracts or short versions to support their job-related tasks, but very few selected citations or complete text. With regard to the relationship between types of articles selected and work settings, those involved in basic research or training and education indicated the need for a greater range of types of articles than did those involved in applied research or management. Findings from the questionnaire sent to institutions were that descriptors used by academic institutions to characterize their subject matter requirements were more abstract and more discipline- and content-oriented, while those used by nonacademic organizations were less abstract and more problem- and specialty-oriented. These findings have implications for designing EPS to better meet individual and institutional information needs.

General Information Processing System: The GIPSY. ERIC Abstract Retrieval System. By Gerald T. Kowitz and others. Oklahoma University, Norman. 89p. Information Science Series Monograph 5, 1971. (ED 047 763, MF—\$0.65 HC—\$3.29)

The General Information Processing System (GIPSY) of the Merrick Computing Center is a user-dominated system. It can be used to manipulate and retrieve both numeric and alphabetic material. One of its most interesting uses is in the selection and retrieval of records and documents or of selected entries from records and documents. It has been used for almost two years with the items in the *Research in Education* file, and now also includes the *Current Index to Journals in Education* file. GIPSY does not require extensive or detailed programming, and is capable of responding to the user as he asks a sequence of questions. The report includes two sample searches, terminal printouts, and terminal displays.

Toward an Understanding of Library Cooperatives as Organizations. By Elaine F. Sloan. 29p. February 1970. (ED 047 752, MF—\$0.65 HC—\$3.29)

A framework has been developed based upon concepts drawn primarily from organization theory and small group research. Emphasis has been placed upon the response of libraries to their environments. The library "stakes out claims" or establishes domains with regard to resources, users, and policies. Libraries then seek to have the environment acknowledge the validity of these claims. This process of establishing "domain consensus" is a critical activity of organizations and is a prerequisite for the formation of cooperatives. Contributions from the theory of coalition formation were utilized in order to conceptualize the process of library cooperative formation. Interaction between organizations has been viewed as an exchange system into which libraries enter because they expect to receive benefits in exchange for the resources they contribute. Two aspects of the exchange system were considered. The process of formation was examined, followed by an examination of some variables which affect the policies and performances of established systems. Tables 1 and 2 summarize the parameters and the manner in which each parameter affects the system.

Local Applicability of the Library of Congress Classification; A Survey with Special Reference to Non-Anglo-American Libraries. By Kjeld Birket-Smith. Danish Centre for Documentation, Copenhagen. 72p. FID Publ. Serie-No. 405. (ED 047 749, MF—\$0.65 HC—\$3.29) (Also available from FID/CR Secretariat, Danmarks Tekniske Bibliotek med Dansk Central for Dokumentation, Oster Voldgade 10, 1350 Copenhagen K., Denmark—\$2.80.)

The present examination shows that the classification scheme of the Library of Congress (LC) must be considered as unsuited for use in Danish and, in all likelihood, other non-English language libraries as well. The book collection of the Library of Congress on which its bibliographical service rests is possibly more special than would first be imagined. As far as the clas-

sifying process is concerned, LC is unsuited for systematizing on various levels, including simplification for use in open-shelving. Neither is it immediately amenable to other types of adaptation required for non-Anglo-American libraries for language reasons. LC does not have the same receptiveness and flexibility to enable the user to use different paths of access to the same literature and at the same time afford purposeful browsing. It lacks firm structural principles which certainly can lead the classifier and user to the correct place.

A Survey of Automated Activities in the Libraries of the U.S. and Canada. 2d ed. By Frank S. Patrinostro and others. Library Automation Research & Consulting Association, Tempe, Arizona. 131p. (ED 047 740; available from LARC Subscription and Sales Office, 365 Ravello Lane, Costa Mesa, CA 92627—non-members, \$10.00; members, \$5.00.)

This second LARC (Library Automation Research and Consulting Association) automation survey presents a number of significant improvements over the first survey. Although the number of survey reports has not increased greatly, all of them have been updated, and reflect, as nearly as it is possible to do, the current status of automation operations for the reporting libraries. The most significant change is in the provision of indexes so that the reports are accessible from a number of approaches. The survey is organized into three parts: Part I. Application of Automation in American Libraries; An Analysis of the LARC Survey Returns; Part II. Indexes to Survey; and Part III. The Survey Reports. Various aspects of the survey are dealt with in the following sections: (1) The analysis of the LARC survey returns; (2) the indexes; (3) uses of the indexes; (4) the survey reports; and (5) future editions.

Interloan Activity in Central New York; Analysis of a Sample. By Michael F. Kipp. Central New York Reference & Resources Council, Canastota, New York, 1969. 22p. (ED 047 717, MF—\$0.65 HC—\$3.29)

The interloan activities of public library

systems and selected academic libraries were monitored during March and April of 1969. The objectives of this study were: (1) To learn what kinds of materials are unavailable or in limited supply in area research libraries; (2) to provide data for recommendations for strengthening research collections; and (3) to develop a regional interlibrary loan code. The implications of this study are: (1) Many requests are sent outside the region which could be satisfied within it; (2) the low elapsed time for successful transactions is not representative of the total time a user must wait for materials; (3) insufficient use is made of available routing alternatives; (4) systematic use is not made of the relative success of past requests; (5) independent routing appears to out-perform New York State Interlibrary Loan (NYSILL) both in time and positive responses; (6) Council resources in the humanities are insufficient to support demands; (7) photocopy charges from independent sources are sometimes disproportionately high; and (8) certain factors seem to mitigate against the exhaustive use of regional resources before a request is sent outside. Areas in need of further study are listed. (The final report of the July 1968 study on interlibrary loan activity is available as LI 001 599.)

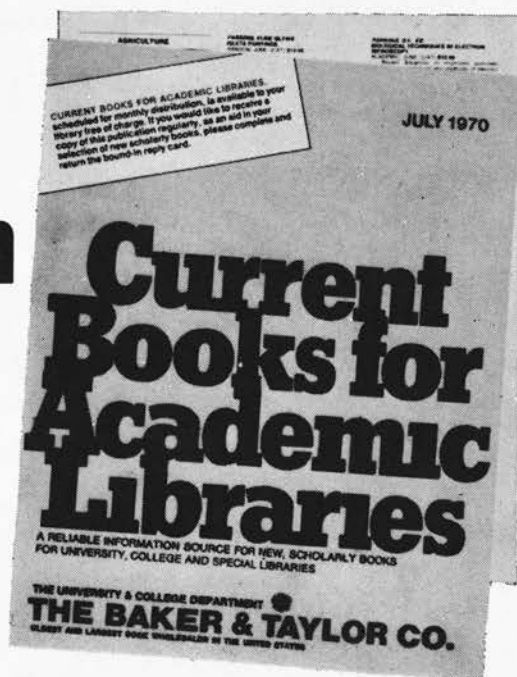
Proceedings of a Conference on a National Information System in the Mathematical Sciences, Harrison House, Glen Cove, New York, January 18-20, 1970. Edited by C. Russell Phelps. Conference Board of the Mathematical Sciences, Washington, D.C., July 1970. 57p. (ED 043 524; available from the Conference Board of the Mathematical Sciences, 834 Joseph Henry Building, 2100 Pennsylvania Ave., N.W., Washington, DC 20037 (\$1.00)—MF \$0.65.)

The conferees explored the achievements, coverage, and technology of existing information services and systems in the fields of engineering, physics, chemistry, computing and control, and statistics, as well as mathematics and mathematics education. Scientists centrally involved in these information systems described the current status and developmental plans of their reviewing and abstracting systems, and their potential for

interrelationships with the mathematical sciences. Possible compatibilities of the classification schemes and data bases of each system with other systems were explored, as were the economic and management concerns of the several systems. All of these discussions had as a common thread their implications with respect to a

national information system for the mathematical sciences. The twenty-six invited participants included the members of the Conference Board of the Mathematical Sciences (CBMS) working group and representatives of information systems and services in the mathematical sciences and related fields.

From Baker & Taylor— A reliable monthly information source for new scholarly books



Each month Baker & Taylor's new publication, CURRENT BOOKS FOR ACADEMIC LIBRARIES, keeps university, college and special libraries abreast of virtually all new books of interest to them. And, it provides an opportunity to select new titles for fast delivery—without the necessity for wading through masses of pre-publication material or awaiting reviews of scholarly books which often

appear long after publication.

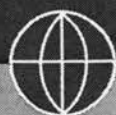
If your university, college or special library is not now using CURRENT BOOKS FOR ACADEMIC LIBRARIES, please write to your nearest Baker & Taylor division. We'll be pleased to send you a sample copy. One subscription is available to individual university, college and special libraries without charge.

THE BAKER & TAYLOR CO.
OLDEST & LARGEST BOOK WHOLESALE IN THE UNITED STATES



Eastern Division: Somerville, N.J. 08876, 50 Kirby Ave.
Midwest & Southern Division: Mokenca, Ill. 60954
Western Division: Reno, Nev. 89502, 380 Edison Way
Interstate Library Service Co.: (A Subsidiary):
Oklahoma City, Okla. 73118, 4600 N. Cooper

Baker & Taylor New Books Inspection Centers:
Los Angeles, Calif. 90036, 5820 Wilshire Blvd.
Houston, Tex. 77019, 1701 W. Gray St.
Boston Vicinity: 372 Main St., Watertown, Mass. 02172



WORLD MEETINGS

SOCIAL &
BEHAVIORAL
SCIENCES,
EDUCATION, &
MANAGEMENT

Announcing

WORLD MEETINGS: SOCIAL & BEHAVIORAL SCIENCES, EDUCATION, & MANAGEMENT

Quarterly (January, April, July, October)

MEETINGS ARE THE KEY TO CURRENT AWARENESS

Information on research projects is revealed at meetings an average of fifteen months before it appears in the journals.

Each year, **World Meetings: Social & Behavioral Sciences, Education & Management** will give information in depth on more than 1,500 international, national, and regional meetings to be held throughout the world. Meetings are listed for a two year period and each issue is completely updated and cumulated. Information is obtained directly from the sponsors of the meetings, making the publication an accurate reference for planning of attendance or ordering of meeting papers.

LISTINGS INCLUDE

Name, date, and location of meeting
Sponsors
Details of technical content
Publications issued, with date of availability,
price, and source
Attendance
Deadlines for abstracts and papers
Exhibits
Names and full addresses of contacts for
additional details

FEATURING

Anthropology & Linguistics • Banking & Finance
Communications & Library Science • Economics
Educational Methods, Research & Testing
International Affairs • History • Political Science
Industrial Relations • Law & Criminology
Management & Administration • Marketing
Statistics • Operations Research • Forecasting
Population • Geography • Psychology
Psychiatry & Mental Health • Social Medicine
Sociology • Social Welfare • Safety • Urban Affairs

INDEXED BY

Date of meeting
Subject and keyword
Location
Deadlines for papers
Sponsoring organization

Annual Subscription
\$35, U.S.A. & Canada
\$36, Elsewhere

TO: WORLD MEETINGS INFORMATION CENTER

824 Boylston St., Chestnut Hill, Mass. 02167

- ☐ Please start my subscription with the _____ issue.
☐ My check is enclosed. ☐ Please bill me.
☐ I'm not quite convinced. Please send me a sample copy.

Name _____

Address _____

City _____ State _____ Zip _____

Presidential Press Conferences 1913-1952



A complete collection of all presidential press conferences from Woodrow Wilson through Harry S. Truman.* This major historical resource program makes available, for the first time, a complete, indexed, microfilm record of all press conferences of Woodrow Wilson, Calvin Coolidge, Herbert Hoover, Franklin D. Roosevelt, and Harry S. Truman *including unpublished press conferences formerly classified for security purposes.*

The collection has been assembled through the cooperation of presidential libraries and scholars of the American Presidency. Advisors include:

Donald R. McCoy, Professor of History,
University of Kansas.
Arthur S. Link, Editor, *The Papers of
Woodrow Wilson*.
Lawrence E. Wikander, Curator, Calvin
Coolidge Memorial Room.
Oliver Hayes, Director, Forbes Library.
Thomas T. Thalken, Director, Herbert Hoover
Presidential Library.
Philip C. Brooks, Director, Harry S. Truman
Library.

*Excluding Warren G. Harding, 1921-23: no known records of his press conferences have been found.

PRESIDENTIAL PRESS CONFERENCES

Microfilm with index \$550.00
Descriptive brochure available.

The presidential press conference is a 20th century development of great importance. Press conference transcripts document the interplay of newsmen seeking information about weighty government policies and operations and of presidents trying to guide the distribution of information. The conference questions and answers are a rich source of research material and superb index to the major concerns of the press, the public, and the White House. As such, the record of presidential press conferences is of outstanding significance to students of American History, journalism and politics.

— Donald R. McCoy
The University of Kansas

Also available in Microform:

*Official Report of the Proceedings of the
Democratic National Convention.* 1st-35th.
1832-1968.

Democratic Campaign Book. 1st-17th (all
publ.). 1876-1940.

*Official Proceedings of the Republican
National Convention.* 1st-29th. 1856-1968.

Republican Campaign Text-book. 1st-16th (all
publ.). 1880-1940.

J. D. Richardson, ed. *A Compilation of the
Messages and Papers of the Presidents,*
1789-1922. Vols. 1-20.



national micropublishing corporation

31 center street, wilton, connecticut 06897 box g



Dept. CR1-S
NCR/Microcard Editions
901-26th Street, N. W.
Washington, D. C. 20037

☐ Please send copies of your latest
catalog without cost or obligation

Address

Organization

Title

Name

IMPORTANT TITLES ON MICROFILM

AMERICAN ANTHROPOLOGIST. Old Series. Vols. 1-11 (1888-1898) (35mm)	\$ 40.00
AMERICAN ANTHROPOLOGIST. New Series. Vols. 1-42 (1899-1940) (35mm)	\$200.00
ANNALEN DER CHEMIE. Vols. 691-720 (1966-68) (3x5, 4x6, 16mm)	\$ 93.00
CHEMISCHE BERICHTE. Vols. 99-101 (1966-68) (3x5, 4x6, 16mm)	\$149.00
BOTANICAL GAZETTE. Vols. 1-102 (1875-1941) (35mm)	\$425.00
CLASSICAL PHILOLOGY. Vols. 1-35 (1906-40) (35mm)	\$150.00
ETHICS: INTERNATIONAL JOURNAL OF ETHICS. Vols. 1-50 (1891-1940) (35mm)	\$175.00
JOURNAL OF EDUCATIONAL SOCIOLOGY. Vols. 1-14 (1927-40) (35mm)	\$ 75.00
JOURNAL OF MAMMALOGY. Vols. 1-32 (1919-51) (35mm)	\$100.00
JOURNAL OF NUTRITION. Vols. 1-19 (1928-40) (35mm)	\$135.00
MODERN PHILOLOGY. Vols. 1-37 (1903-40) (35mm)	\$150.00
MUSICAL QUARTERLY. Vols. 1-26 (1915-40) (35mm)	\$150.00
QUARTERLY JOURNAL OF ECONOMICS. Vols. 1-48 (1886-1934) (35mm)	\$250.00

NCR Microcard Editions



UNIVERSITY LIBRARY ADMINISTRATION

BY RUTHERFORD D. ROGERS
AND DAVID C. WEBER

An up-to-date treatment of all aspects of the administration of a university library is provided for librarians, other academic personnel, and library school faculty and students in the recently published *University Library Administration*. Written from the point of view of the library director by Rutherford D. Rogers, Yale University Librarian, and David C. Weber, Director of Stanford University Libraries, the text deals with the full range of administrative issues and problems that affect the essentials of library operation, service to its clientele, policy determination, program planning, financial support, and relations with faculty, student, university officials, and the community.

University Library Administration is not a historical study of the development of university libraries; rather it concentrates on problems of the late 1960's and anticipated problems of the 1970's. At the same time, it is a practical document, including a number of specific statements of policy or regulations from a variety of universities. The authoritative information contained in *University Library Administration* can be applied by librarians of college and research libraries, as well as university libraries. The chapters on personnel, building planning, automation, and organization and communication will be especially useful to public librarians.

An abbreviated version of the Table of Contents, shown on this page, which indicates only the main chapter and section headings of the book, reveals that virtually every phase of the operation of the modern university library is considered.

University Library Administration is illustrated with numerous photographs and charts, and includes eight appendixes. There is a detailed index, and selected references are given at the end of each chapter.

xxiv, 454p. 1971. \$20, U.S. and Canada; \$24, foreign.

TABLE OF CONTENTS

The Library Program
Personnel Policies
Library Organization and Communication
Budgeting and Fiscal Management
Book Collections
The Technical Processing Function
Acquisitions
Cataloging and Classification
Binding and Preservation
The Reader's Services Function
Promotion of Reading
Reference and Information Assistance
Circulation and Photocopying Services
Bookstack Management
Special Types of Materials
Measurement and Evaluation
Automation
Building Planning
Appendixes

order directly from

THE
H. W. WILSON
COMPANY

950 UNIVERSITY AVENUE
BRONX, NEW YORK 10452

Shakespeare, The Dark Comedies to the Last Plays

From Satire to Celebration

By R. A. FOAKES, *University of Kent, Canterbury*. 186 pp., index.

\$5.75

Critics have hitherto tended to study Shakespeare's last plays in terms of their symbolic patterning, as if they were purely literary texts. Professor Foakes here seeks to understand and explain the last plays as dramatic structures for the stage. Starting from the dark comedies, he shows the ways in which Shakespeare was affected by the new techniques and possibilities for drama opened up by the innovations of the years after 1600, notably the rise of the children's companies. The main line of development of Shakespeare's skills is shown as leading from the dark comedies, through the late tragedies to the last plays.

Coleridge on Shakespeare

The Text of the Lectures of 1811-12

By R. A. FOAKES, *University of Kent, Canterbury*. x, 166 pp., plates, apps.

(*Folger Monograph*)

\$5.75

Coleridge's famous lectures on Shakespeare, given during the winter of 1811-12, were compiled by John Payne Collier under the title of *Seven Lectures on Shakespeare and Milton* and not published until 1856. The accuracy of Collier's text has always been in question, however, and recently R. A. Foakes began to study Collier's shorthand notes. He uncovered their code, transcribed them himself, and discovered that his transcription differed considerably from Collier's. Here for the first time is the accurate text of Collier's original notes. Truer to Coleridge's actual lectures, it makes more sense and is livelier in style than Collier's embellished transcription.

The Elizabethan Image of Africa

By ELDRED D. JONES, *Fourah Bay College of the University of Sierra Leone*. 52 pp., illus.

(*Folger Booklet*)

Paper, \$1.50

This illustrated booklet examines both scholarly and popular publications of the sixteenth and seventeenth centuries in order to determine what notions the Elizabethans had about Africa. Fairly accurate studies along with maps and accounts of sea voyages and land travel helped to dispel many fanciful legends about Africa. The evidence gathered from the plays, publications, and Elizabethan drawings discussed in this booklet indicate that Elizabethans had a far greater interest in and knowledge of Africa than has been supposed by most literary critics.

Essays Politic and Moral and Essays Moral and Theological

By DANIEL TUVILL. Edited by JOHN L. LIEVSAY, *Duke University*. xix, 231 pp., app., notes. (*Folger Document*)

\$12.00

These two sets of essays which express the literary tastes and fashions of seventeenth-century England are reprinted here for the first time since their publication in the early 1600's. Tuvill, who was educated at Cambridge and became a clergyman and author, wrote in support of secular and religious causes. His topics are of enduring interest, reflecting his quiet, commonsense attitudes on various subjects such as poverty, the force of reason and cautions in friendship.

University Press of Virginia Charlottesville

Library of Congress / National Union Catalogs on Microfiche



Each section is available for immediate delivery on 105 x 148mm (4" x 6") positive microfiche, negative microfiche or micro-opaque cards. Order from NCR/ Microcard Editions, 901 26th St., N.W., Washington, D.C. 20037.

NCR Microcard Editions

A CATALOG OF BOOKS REPRESENTED BY LIBRARY OF CONGRESS PRINTED CARDS ISSUED TO JULY 31, 1942. Ann Arbor, 1942-46. 167 vols. This is the first of three series containing reproductions of printed catalog cards produced by the Library of Congress from 1898 to 1952. "Because of the immensity of the collections, the excellence of the cataloging and the full bibliographic descriptions, the catalog is an invaluable work in any library and indispensable in those where research is done." Winchell, pp. 7-8. **\$699.00**

A CATALOG OF BOOKS REPRESENTED BY LIBRARY OF CONGRESS PRINTED CARDS: SUPPLEMENT: CARDS ISSUED AUG. 1, 1942 - DEC. 31, 1947. Ann Arbor, 1948. 42 vols. The second of three series (233 volumes total) which essentially list all books held by the Library of Congress as of the end of 1952 except for a small percentage for which printed cards had not yet been issued. **\$199.00**

LIBRARY OF CONGRESS AUTHOR CATALOG: A CUMULATIVE LIST OF WORKS REPRESENTED BY LIBRARY OF CONGRESS PRINTED CARDS, 1948-52. Ann Arbor, 1953. 24 vols. The last of three series which together contain reproductions of nearly 3,000,000 catalog cards describing books held by the Library of Congress. **\$119.00**

NATIONAL UNION CATALOG: A CUMULATIVE AUTHOR LIST REPRESENTING LIBRARY OF CONGRESS PRINTED CARDS AND TITLES REPORTED BY OTHER AMERICAN LIBRARIES, 1953-57. Ann Arbor, 1958. 28 vols. The NUC continues the above series and expands the coverage to include books held and reported by some 500 other libraries. Thus the NUC is an attempt to list all books acquired for and cataloged by major North American libraries from 1953 onward, and to identify the library holding each book. **\$125.00**

NATIONAL UNION CATALOG: 1952-55 IMPRINTS: AN AUTHOR LIST REPRESENTING LIBRARY OF CONGRESS PRINTED CARDS AND TITLES REPORTED BY OTHER AMERICAN LIBRARIES. Ann Arbor, Edwards, 1961. 30 vols. "This series, supplementary to the regular set, and not included in its chronological sequence, lists titles previously included in earlier catalogs with additional locations, as well as newly reported titles, many not represented by L.C. printed cards." Winchell, p. 8. **\$199.00**

NATIONAL UNION CATALOG: A CUMULATIVE AUTHOR LIST REPRESENTING LIBRARY OF CONGRESS PRINTED CARDS AND TITLES REPORTED BY OTHER AMERICAN LIBRARIES, 1958-62. New York, 1963. 54 vols. **\$265.00**

NATIONAL UNION CATALOG: A CUMULATIVE AUTHOR LIST REPRESENTING LIBRARY OF CONGRESS PRINTED CARDS AND TITLES REPORTED BY OTHER AMERICAN LIBRARIES, 1963-67. Ann Arbor, Edwards, 1969. 72 vols. **\$393.00**

Ask any bookman. The big ones. He'll give you that unkempt smile while quoting a title from another's catalogue. He may even drop his billfold. His answer? Sherrinford got there first. Trying to get around the dictum and pressure in making acquisitions to, or completing special collections? Just write or cable Sherrinford. He won't place you on his mailing-list. He won't forward you catalogues or bibliographically pristine broadsides for all to see, and publicize. Through private and unprecedented offerings of unpublished material only, Sherrinford will make an open and shut case of your special collecting requirements. And he'll quote the unpublished item you want, catalogues in advance of any book dealer. Scholarly legwork. That's our bag. Sherrinford will get farther on a farthing than any establishment man. A fazenda in the back country of Sao Paulo. Sherrinford has brought back the last known papers of Stefan Zweig. A manor, on a loch in Scotland. Sherrinford has an option on bundles of unpublished letters and many firsts, with a provenance to Tobias Smollett. With Sherrinford, quality is not just a name on a catalogue cover. Quality is the unpublished, and this is our only criteria. A letter, a holograph manuscript, a correspondence too precious to be offered on a wholesale basis. Through Sherrinford, the realization of your requirements becomes a well-calculated probability. Follow the treadmarks of Sherrinford. Get his number. His devices are beyond the imagination, means or ken of any book dealer. The hungriest and fattest. Sherrinford would rather be a trifle cool, calm and collected, working in the shadows, for you. Sherrinford would never inflate his prices by inflating his ego. He's not an all cap name across the page of a scholarly publication. Our man directs his PR with an abundance of stealth and good taste, in the right direction. Where you get the most out of it. He'll play baccara at Monte Carlo, with Lord B----- there's more than casino money and conversation here. The unpublished papers of one of Byron's terribly distraught lovers. Cable or write to Sherrinford now. Tell him about the material you want. He won't ring up a dealer in Edinburgh, hoping you haven't already been solicited. We'll go out into the field for you. Far a'field of any catalogue. Brescia, Benares, Cyprus, Dieppe, Gerona, Killarney, Leiden, Monaco. Sherrinford will look after your scholarly interests with regular reports and communiques directly from the field. Sherlock & Co., Ltd., 777 Silver Spur Road, Suite 132, Rolling Hills Estates, California. Cable address: Sherrinford



ECEA Pinpoints More Information on What's Being Published in Special Education Than Any Other Reference

Maybe you're researching learning disabilities. Or new methods for teaching the deaf. Or driver education for the mentally handicapped. Or administrative programs.

You get this coverage and more with *Exceptional Child Education Abstracts* . . . the single most comprehensive guide to current literature on education for exceptional children, both handicapped and gifted.

Over 3,000 abstracts are published annually, spanning a wide range of subjects and disciplines . . . an invaluable research tool for librarians, teachers, curriculum supervisors, administrators, students.

ECEA speeds research time because *computer generated indices* are cumulative . . . by author, subject and title. The researcher can quickly identify more comprehensive information than would be possible by any other method.

Many documents abstracted are available in microfiche or hard copy at nominal cost.

Be sure your library and its patrons enjoy the now way to know . . . ECEA, a product of the CEC Information Center (CEC-ERIC Clearinghouse). Published quarterly by The Council for Exceptional Children.

EXCEPTIONAL CHILD EDUCATION ABSTRACTS

TO: The Council for Exceptional Children
Department 112
1411 South Jefferson Davis Highway
Arlington, Virginia 22202

Please enter my order for subscription(s) to ECEA.

_____ Institutional Subscription, Vol. III (4 issues) — \$50.00
_____ Supplementary Subscriptions (will be shipped
to address below) — \$25.00

☐ Check Enclosed. My P.O. No. is _____
☐ Please bill me. ☐ Send descriptive brochure.

Institution _____

Name _____

Address _____

City

State

Zip



LIBRARIANS

TOLL FREE --- CALL PMC* TOLL FREE



800/257-9502

IN NEW JERSEY
CALL COLLECT
609/452-2066

*** PRINCETON MICROFILM CORPORATION**
is a library service company supplying microfilm editions
of scholarly research journals.

Use this new toll free number to call for information
about our title listings and better service.

PRINCETON MICROFILM CORPORATION

ALEXANDER ROAD, PRINCETON, NEW JERSEY 08540 TELEPHONE: 609 452-2066

**books announced
are currently
available**

**BFL title
ever goes
out of print**

With BFL you get no gimmicks...just good service on nearly 4,000 titles always ready for fast delivery to your library.

**You May Choose From
Eight Outstanding Library-
Oriented Reference Series**

- *Essay Index Reprint Series*
- *Granger Index Reprint Series*
- *Short Story Index Reprint Series*
- *BCL/Select Bibliographies Reprint Series*
- *Biography Index Reprint Series*
- *American Fiction Reprint Series*
- *Play Anthology Reprint Series*
- *The Black Heritage Library Collection*



50 LIBERTY AVENUE
FREEPORT, NEW YORK 11520

**books announced
are currently
available**

**BFL title
ever goes
out of print**

With BFL you get no gimmicks...just good service on nearly 4,000 titles always ready for fast delivery to your library.

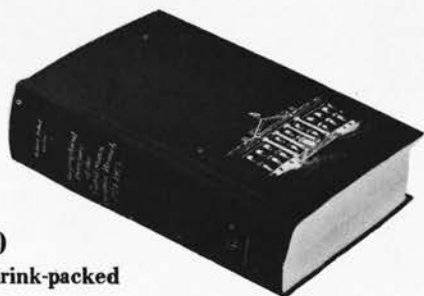
**You May Choose From
Eight Outstanding Library-
Oriented Reference Series**

- *Essay Index Reprint Series*
- *Granger Index Reprint Series*
- *Short Story Index Reprint Series*
- *BCL/Select Bibliographies Reprint Series*
- *Biography Index Reprint Series*
- *American Fiction Reprint Series*
- *Play Anthology Reprint Series*
- *The Black Heritage Library Collection*



50 LIBERTY AVENUE
FREEPORT, NEW YORK 11520

A NEW Reference Resource



\$27.50

Cloth, shrink-packed

BIOGRAPHICAL DIRECTORY OF THE UNITED STATES EXECUTIVE BRANCH 1774-1971

Robert Sobel *Editor-in-Chief*

Following the pattern set by the *Biographical Directory of the American Congress, 1774-1961*, this new directory provides biographical information on each of the nearly five hundred persons who have served or are serving in the executive branch of the United States government. Data includes the individual's place and date of birth and, when available, of death and interment, family and personal information, education, career in private life, government service in and out of the executive branch, and a short bibliographical note listing primary and secondary works about the subject. Indexes include presidential administrations; heads of state and cabinet officials; other federal government service; state, county, and municipal government service; military service; education; place and date of birth; and marital information.

FORTHCOMING

CONTRIBUTIONS IN LIBRARIANSHIP AND INFORMATION SCIENCES

Series Editor: **Paul Wasserman**

School of Library and Information Services, University of Maryland

URBAN ANALYSIS FOR BRANCH LIBRARY SYSTEM PLANNING

by **Robert E. Coughlin** and **Benjamin Stevens**,
Regional Science Research Institute, Philadelphia,
and **Françoise Taieb**, CERAU, Paris
Through an analysis of factors that appeared
to contribute to the effectiveness or non-
effectiveness of branch library service, this
study sets practical guidelines for the ef-
ficient operation of urban library systems.

February 1972 \$11.50

(Contributions in Librarianship and
Information Science, No. 1)

FRONTIERS IN LIBRARIANSHIP

School of Library & Information Services,
University of Maryland

This volume is a transcribed record of the
proceedings of the Change Institute, held at
the University of Maryland, 10-15 August,
1969, for the purpose of exploring ways in
which libraries, librarians, and library educa-
tion can become more responsive to the
needs of a rapidly changing society.

March 1972 \$13.50

(Contributions in Librarianship and
Information Science, No. 2)

INTEGRATIVE MECHANISMS IN LITERATURE GROWTH

by **Manfred Kochen**, Mental Health Research Institute, University of Michigan

Will automated information systems answer the needs of librarians and users who must cope
with the bewildering growth of literature in all fields of inquiry? The conclusions drawn by the
author provide for new and original approaches to the control of ever expanding sources of
knowledge.

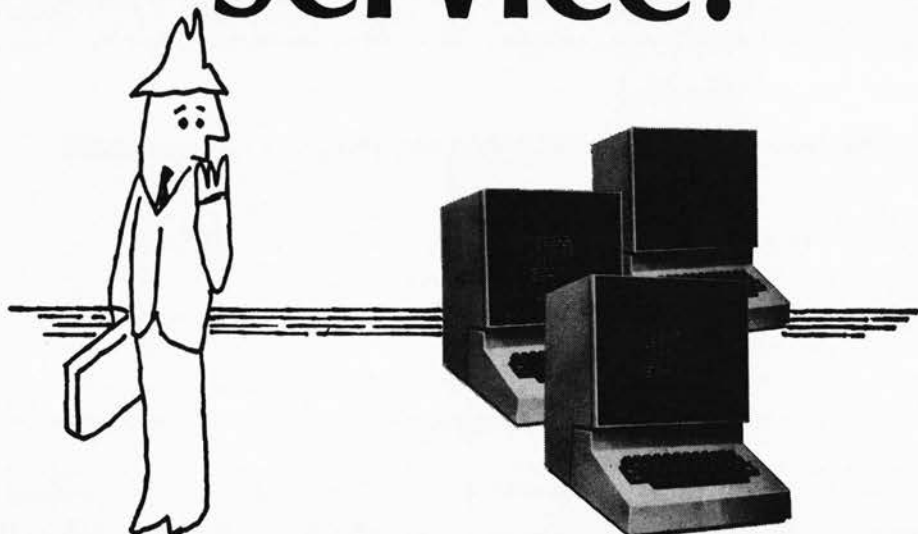
July 1972 \$11.50

(Contributions in Librarianship and Information Science, No. 4)



GREENWOOD PUBLISHING COMPANY 51 Riverside Avenue, Westport, Conn. 06880

the forget-you-not subscription service!



Once you've tried our subscription service, it will be easy to forget the drudgery of ordering and re-ordering periodicals for your library. That's because our IBM 360/40 computer does the work for you — promptly, accurately and efficiently. We call it "till forbidden" service — automatic annual renewal of your subscriptions.

F. W. Faxon Co., Inc., is the only fully automated library subscription agency in the world — and now you can put our computer on your team — when you order your subscriptions through our automated facilities. Send for our descriptive brochure and annual librarians' guide.

- over 40,000 domestic and foreign library periodicals • annual librarians' guide •
- specialists in serving college, university, public, school, corporate and special libraries
- eighty-five years of continuous service to libraries • most modern facilities

Library business is our only business — since 1886



F.W. FAXON COMPANY, INC.

15 Southwest Park, Westwood, Massachusetts 02090
Telephone: 617-329-3350



State Constitutional Conventions

From Independence to the Completion of the
Present Union, 1776-1959

State Constitutional Conventions is indispensable as a reference and research tool for students of American legal, constitutional, and political history, as well as for specialists in American government, particularly state and local government, and of the American federal system. These documents represent the single most important source for those interested in the Anglo-American passion for establishing the rule of law and sovereignty of the people through a written but not immutable "instrument of governance."

Series I: The Thirteen Original States

Schedule of prices by state, including bibliographies:

New Hampshire	\$120.00	Pennsylvania	\$285.00
Massachusetts	\$190.00	Delaware	\$105.00
Rhode Island	\$45.00	Maryland	\$100.00
Connecticut	\$40.00	Virginia	\$200.00
New York	\$705.00	North Carolina	\$100.00
New Jersey	\$130.00	South Carolina	\$80.00
		Georgia	\$75.00

TOTAL PRICE FOR SERIES I

including bibliographies \$1,975.00

FORTHCOMING:

(a saving of \$190.00)

Series II: From Thirteen to Thirty-three;
Admissions to the Union Before the Civil War.
(Available early in 1972)

Series III: Completing the Present Union; the
Seventeen Admissions, 1861-1959.
(Available late in 1972)



Microform Division

GREENWOOD PUBLISHING COMPANY 51 Riverside Avenue, Westport, Conn. 08660



he won't get away with it...

... not with a Book-Mark™ book protection system around. Book-Mark is an electronic, free circulating system that efficiently and without the need for additional people prevents up to 98% of your book loss.

Book-Mark is completely fool proof yet gives you complete library design flexibility. Send for the free book theft protection analysis chart so you can estimate the savings a Book-Mark system could bring to your library. Book-Mark is the system that works.

★ SPERRY RAND

LIBRARY BUREAU
DIVISION OF REMINGTON RAND
801 PARK AVE. HERKIMER, N.Y. 13350

801 PARK AVE. A
HERKIMER, N.Y. 13350

LIBRARY BUREAU
DIVISION OF REMINGTON RAND

Please send me your free protection
analysis book.

Name _____
Title _____
Address _____
City _____ State _____ Zip _____

ENGLISH LANGUAGE

BOOKS BY TITLE: A CATALOG OF LIBRARY OF CONGRESS PRINTED CARDS

Although title arrangements of bibliographic materials often permit simpler, easier, and faster consultation than the more common author arrangements, there has until now been no truly comprehensive published bibliography arranged in title order.

The serious need for such a tool will be met by Gale's forthcoming English Language Books by Title, a catalog based on Library of Congress depository cards arranged by title and reproduced in their entirety (including LC and Dewey numbers and subject tracings). Cards included pertain to works completely or principally in the English language, regardless of place of publication.

THE BASE SET—Covering the years 1969 and 1970, the base set will consist of more than 160,000 entries in 20 volumes. The first two volumes will be ready for shipment in June, 1971; publication of the entire set will be completed before the end of the year. The base set is priced at \$380.00.

QUARTERLY SUPPLEMENTS AND ANNUAL CUMULATIONS—Supplements to the base set will appear quarterly; the first supplement will cover January through March, 1971. Each two-volume, paperbound issue will contain about 20,000 entries, or about 80,000 entries a year. Annual cumulations, clothbound, will be issued about four months after the close of each year. The annual subscription to the quarterly supplements is \$150.00 per year; the annual cumulation also costs \$150.00 per year.

ADVANTAGES OF THE TITLE APPROACH—In addition to those already mentioned, some of the more prominent advantages of the title approach are that it will:

- . . . simplify searching and permit use of subprofessionals for this function
- . . . make possible the *immediate* preparation of catalog cards by the Polaroid process or similar methods
- . . . include under their titles government publications and publications of corporate authors which are not listed at all in some bibliographies
- . . . give an alternate point of entry and enable the determination of LC card order number when the author is uncertain or incorrectly cited
- . . . help eliminate confusion when main entry information in inter-library loan requests does not correspond with main entry established by the lending library
- . . . in general, give added flexibility to search and research activities which until now have been handicapped by the almost exclusive use of author names as the basis for organizing catalogs and indexes

TYPES OF PUBLICATIONS INCLUDED—Included among the 80,000 titles to be covered annually in the new Gale publication will be the following types of material, many not covered in any other source providing title access: books, monographs, and periodicals; publications of university presses, institutes, research units, etc.; local, state, federal, and foreign government publications; maps, reports, and pamphlets; reprints; publications in microform; and other published materials in English cataloged by LC, regardless of publisher or country of origin.

FURTHER INFORMATION—Please write for a detailed brochure describing the catalog, the professional staff involved in its preparation, and the trial plan under which the catalog may be used free for 90 days. For immediate answers call Robert Cartwright collect at (313) 961-2242.

GALE
RESEARCH COMPANY

BOOK TOWER • DETROIT, MICH. 48226

Expand your environmental pollution library

with ACCESS

Environment Information ACCESS is a computer-based reference and retrieval system that places the environmental coverage of the world's publications at your fingertips:

- *abstracts* nearly 1,000 scholarly, scientific, industrial and general periodicals; also government documents, research reports, conference proceedings, books, films and TV programs.
- *indexes* this coverage in multiple-entry format, by subject, industry and author.
- *retrieves* original information in hard copy or microfiche.
- *is published* twice monthly; each issue averages 70 pages.
- *covers 21 major categories*, including: **air pollution, chemical contamination, energy, environmental education, environmental design, food, land, noise, marine pollution, population, recreation, resources, solid wastes, transportation, water pollution, weather modification, and wildlife.**

SPECIAL OFFER for new library subscribers:

Enclose this ad with your order before Oct. 31, 1971, and qualify for the introductory price of \$110, a \$15 savings over the regular \$125 price now in effect.

Available through your favorite subscription agency, or directly from:
Environment Information Center, Inc., Dept. CRL, Suite 303 East
200 Park Ave., New York, N.Y. 10017. (212) 972-0523.



Name _____ Title _____
Organization _____
Address _____
City _____ State _____ Zip _____

1 9100500000
UNIVERSITY OF ILL LIB
SERIALS DEPT
URBANA IL 61801